

**INTEGRATED NIELSEN PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 12/31/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	41.63	45.07	46.47	46.31	46.24	46.07	45.99	46.92	46.05	47.22	47.38	47.85	0.47	46.18	46.43	46.69	47.12	1.01
PM Premium	31.00	36.15	37.84	37.79	38.04	37.87	37.97	38.93	37.86	39.19	39.50	39.94	0.44	38.13	38.38	38.68	39.12	0.99
PM Discount	10.51	8.91	8.62	8.49	8.16	8.19	8.02	7.99	8.19	8.03	7.88	7.91	0.03	8.04	8.05	8.01	8.00	0.02
PM Branded Discount	7.55	28.09	29.22	7.00	6.80	6.87	6.79	6.82	6.96	6.85	6.73	6.81	0.08	6.84	6.85	6.82	6.84	0.07
PM Private Label	2.96	1.61	1.59	1.50	1.37	1.32	1.23	1.17	1.23	1.17	1.15	1.10	-0.05	1.21	1.20	1.19	1.17	-0.06
PM Assorted Promo	0.11	0.01	0.01	0.03	0.03	0.10	0.14	0.18	0.14	0.19	0.21	0.25	0.04	0.14	0.16	0.16	0.20	0.07
R.J. Reynolds	33.58	30.41	28.54	28.82	29.00	28.82	28.66	27.67	28.17	27.51	27.24	27.23	-0.01	28.35	28.09	27.78	27.54	-0.94
RJR Premium	16.88	17.17	16.92	17.04	17.04	17.05	17.03	16.75	16.74	16.65	16.70	16.66	-0.04	16.91	16.82	16.77	16.69	-0.32
RJR Discount	16.51	13.19	11.55	11.71	11.89	11.78	11.63	10.93	11.43	10.86	10.53	10.57	0.04	11.44	11.27	11.01	10.85	-0.62
RJR Branded Discount	11.77	8.96	7.79	7.99	8.17	8.12	7.93	7.22	7.53	7.27	7.07	6.89	-0.18	7.64	7.49	7.30	7.19	-0.52
RJR Private Label	4.74	4.24	3.76	3.71	3.71	3.66	3.70	3.70	3.90	3.59	3.46	3.68	0.22	3.80	3.78	3.71	3.66	-0.11
RJR Assorted Promo	0.20	0.05	0.07	0.07	0.07	0.10	0.14	0.11	0.13	0.10	0.10	0.11	0.01	0.13	0.12	0.11	0.11	-0.02
Brown & Williamson	10.70	10.28	10.44	10.36	10.09	10.16	10.16	10.31	10.57	10.27	10.29	10.11	-0.18	10.27	10.31	10.35	10.31	0.10
B & W Premium	4.33	4.19	4.22	4.15	4.10	4.16	4.16	4.18	4.34	4.15	4.13	4.09	-0.04	4.20	4.21	4.21	4.18	0.00
B & W Discount	6.37	6.09	6.22	6.21	5.99	6.01	6.00	6.12	6.23	6.11	6.16	6.02	-0.14	6.07	6.11	6.15	6.13	0.10
Lorillard	5.73	6.26	6.40	6.42	6.57	6.66	6.81	6.78	6.82	6.72	6.69	6.76	0.07	6.84	6.81	6.79	6.75	-0.08
Lorillard Premium	5.70	6.00	6.09	6.08	6.25	6.34	6.48	6.45	6.47	6.38	6.36	6.46	0.10	6.50	6.47	6.45	6.42	-0.07
Lorillard Discount	0.03	0.26	0.31	0.34	0.32	0.32	0.33	0.33	0.35	0.34	0.33	0.30	-0.03	0.34	0.34	0.34	0.33	-0.01
American Tobacco	5.92	6.04	6.15	6.12	6.11	6.24	6.44	6.46	6.54	6.44	6.56	6.32	-0.24	6.46	6.46	6.50	6.47	0.02
American Premium	3.29	3.18	3.07	3.06	3.07	3.08	3.05	3.04	3.04	3.01	3.06	3.01	-0.05	3.05	3.04	3.05	3.03	-0.03
American Discount	2.63	2.86	3.08	3.07	3.04	3.16	3.39	3.42	3.50	3.43	3.50	3.31	-0.19	3.41	3.42	3.45	3.44	0.05
Amer Branded Discount	2.20	2.10	2.40	2.39	2.41	2.55	2.68	2.66	2.73	2.67	2.71	2.60	-0.11	2.66	2.66	2.68	2.68	0.02
Amer Private Label	0.43	0.76	0.68	0.68	0.63	0.61	0.71	0.76	0.78	0.76	0.79	0.71	-0.08	0.75	0.76	0.77	0.76	0.02
Liggett	2.31	1.82	1.86	1.84	1.88	1.91	1.80	1.72	1.72	1.71	1.70	1.62	-0.08	1.78	1.78	1.75	1.69	-0.11
Liggett Premium	0.74	0.58	0.52	0.51	0.51	0.51	0.51	0.49	0.49	0.49	0.50	0.46	-0.04	0.50	0.50	0.50	0.49	-0.02
Liggett Discount	1.57	1.23	1.34	1.33	1.37	1.40	1.29	1.24	1.23	1.22	1.20	1.16	-0.04	1.27	1.26	1.25	1.20	-0.09
Lig Branded Discount	0.36	0.34	0.28	0.22	0.19	0.18	0.18	0.19	0.19	0.18	0.20	0.18	-0.02	0.19	0.19	0.20	0.19	0.00
Lig Private Label	1.22	0.89	1.06	1.11	1.17	1.22	1.11	1.04	1.04	1.04	1.00	0.98	-0.02	1.08	1.07	1.06	1.01	-0.09
A/O Co-International	0.13	0.13	0.14	0.12	0.12	0.14	0.13	0.13	0.13	0.13	0.14	0.12	-0.02	0.13	0.13	0.13	0.13	0.00

2870551902

Source: Nielsen Integrated Panel.

**INTEGRATED NIELSEN PERFORMANCE**  
**ALL OUTLETS COMBINED**  
**WEEK ENDING 12/31/94**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	41.63	45.07	46.47	46.31	46.24	46.07	45.99	46.92	46.05	47.22	47.38	47.85	0.47	46.18	46.43	46.69	47.12	1.01
PM Premium-Shr Prem	50.04	53.71	55.07	55.03	55.10	54.82	54.82	55.68	54.86	56.03	56.17	56.51	0.34	54.97	55.24	55.47	55.89	0.98
PM Discount-Shr Disc	27.88	27.34	27.67	27.22	26.49	26.51	26.10	26.56	26.44	26.71	26.57	26.96	0.39	26.26	26.37	26.46	26.66	0.54
PM Brd Disc-Shr Brd Disc	26.63	28.09	29.22	28.92	28.39	28.39	28.33	29.14	28.94	29.18	28.92	29.79	0.87	28.73	28.89	28.90	29.20	0.69
PM PL-Shr PL	31.68	21.47	22.39	21.37	19.87	19.36	18.21	17.51	17.76	17.88	18.02	17.00	-1.02	17.66	17.62	17.63	17.67	-0.15
Marlboro	22.04	26.92	29.01	29.05	29.27	29.08	29.11	29.97	28.00	30.17	30.45	31.00	0.55	29.25	29.45	29.72	30.15	0.91
Red	8.04	9.75	10.31	10.42	10.54	10.33	10.18	10.35	9.80	10.44	10.57	10.75	0.18	10.08	10.15	10.26	10.39	0.20
Lights NM	9.85	12.18	12.91	13.06	13.30	13.20	13.32	13.77	13.39	13.86	13.90	14.14	0.24	13.52	13.58	13.68	13.82	0.34
Gold	2.01	2.45	2.54	2.53	2.57	2.55	2.55	2.78	2.80	2.75	2.89	2.93	0.04	2.61	2.67	2.75	2.84	0.29
Medium	1.37	1.54	1.61	1.62	1.63	1.73	1.75	1.79	1.79	1.79	1.82	1.82	0.00	1.77	1.78	1.79	1.80	0.07
Menthol	0.59	0.92	0.99	1.02	1.03	1.07	1.11	1.13	1.09	1.17	1.14	1.20	0.06	1.10	1.12	1.12	1.15	0.05
Other PM Premium	9.06	9.24	8.83	8.76	8.79	8.79	8.86	8.95	8.85	9.02	9.04	8.94	-0.10	8.88	8.93	8.95	8.97	0.09
Benson & Hedges	2.53	2.59	2.42	2.39	2.42	2.42	2.43	2.45	2.43	2.47	2.43	2.44	0.01	2.43	2.45	2.45	2.44	0.00
Merit	2.90	2.98	2.84	2.82	2.82	2.82	2.86	2.89	2.85	2.92	2.91	2.91	0.00	2.85	2.88	2.88	2.90	0.05
Virginia Slims	2.91	2.93	2.84	2.83	2.84	2.86	2.86	2.90	2.86	2.91	2.96	2.89	-0.07	2.88	2.88	2.90	2.91	0.04
Parliament	0.53	0.56	0.57	0.57	0.56	0.55	0.57	0.57	0.56	0.57	0.58	0.55	-0.03	0.57	0.57	0.57	0.57	0.00
Saratoga	0.12	0.12	0.10	0.10	0.10	0.09	0.10	0.10	0.10	0.10	0.10	0.11	0.01	0.10	0.10	0.10	0.10	0.00
Cambridge	2.25	1.92	1.84	1.86	1.69	1.68	1.73	1.75	1.78	1.78	1.70	1.69	-0.01	1.78	1.79	1.77	1.74	-0.01
Alpine	0.52	0.43	0.41	0.40	0.38	0.39	0.38	0.36	0.39	0.35	0.35	0.33	-0.02	0.38	0.37	0.37	0.36	-0.02
Bristol	0.53	0.24	0.18	0.17	0.16	0.19	0.15	0.14	0.15	0.13	0.13	0.15	0.02	0.15	0.14	0.14	0.14	0.00
Basic	4.00	4.54	4.50	4.47	4.47	4.52	4.45	4.47	4.54	4.49	4.44	4.53	0.09	4.44	4.46	4.46	4.50	0.09
PM Private Label	2.96	1.61	1.59	1.50	1.37	1.32	1.23	1.17	1.23	1.17	1.15	1.10	-0.05	1.21	1.20	1.19	1.17	-0.05
RJ Reynolds	33.58	30.41	28.54	28.82	29.00	28.82	28.66	27.67	28.17	27.51	27.24	27.23	-0.01	28.35	28.09	27.78	27.54	-0.94
RJR Premium-Shr Prem	27.24	25.51	24.82	24.81	24.68	24.67	24.58	23.95	24.26	23.80	23.75	23.57	-0.18	24.38	24.21	24.05	23.85	-0.64
RJR Discount-Shr Disc	43.78	40.48	37.06	37.53	38.56	38.10	37.85	36.32	36.86	36.14	35.50	36.04	0.54	37.35	36.94	36.39	36.14	-1.40
Brown & Williamson	10.70	10.28	10.44	10.36	10.09	10.16	10.16	10.31	10.57	10.27	10.29	10.11	-0.18	10.27	10.31	10.35	10.31	0.10
B & W Premium-Shr Prem	6.99	6.23	6.14	6.04	5.94	6.02	6.01	5.98	6.29	5.94	5.87	5.78	-0.09	6.06	6.05	6.03	5.97	-0.05
B & W Discount-Shr Disc	16.89	18.69	19.95	19.92	19.44	19.43	19.53	20.35	20.10	20.34	20.75	20.54	-0.21	19.80	20.02	20.31	20.43	0.71
Lorillard	5.73	6.26	6.40	6.42	6.57	6.66	6.81	6.78	6.82	6.72	6.69	6.78	0.07	6.84	6.81	6.79	6.75	-0.06
Lorillard Premium-Shr Prem	9.20	8.91	8.86	8.86	9.05	9.18	9.36	9.23	9.38	9.12	9.04	9.14	0.10	9.37	9.31	9.26	9.17	-0.18
Lorillard Discount-Shr Disc	0.09	0.81	1.00	1.09	1.05	1.05	1.09	1.10	1.12	1.14	1.12	1.02	-0.10	1.11	1.13	1.11	1.10	0.00
American Tobacco	5.92	6.04	6.15	6.12	6.11	6.24	6.44	6.46	6.54	6.44	6.56	6.32	-0.24	6.48	6.46	6.50	6.47	0.02
American Premium-Shr Prem	5.32	4.72	4.47	4.45	4.44	4.46	4.40	4.35	4.40	4.31	4.35	4.25	-0.10	4.39	4.37	4.38	4.33	-0.07
American Discount-Shr Disc	6.97	8.78	9.88	9.83	9.86	10.21	11.03	11.37	11.31	11.40	11.80	11.29	-0.51	11.13	11.21	11.39	11.45	0.35
Liggett	2.31	1.82	1.86	1.84	1.88	1.91	1.80	1.72	1.72	1.71	1.70	1.62	-0.08	1.78	1.76	1.75	1.69	-0.11
Liggett Premium-Shr Prem	1.19	0.87	0.75	0.75	0.74	0.74	0.74	0.70	0.70	0.71	0.71	0.66	-0.05	0.73	0.72	0.71	0.69	-0.04
Liggett Discount-Shr Disc	1.41	3.78	4.30	4.25	4.44	4.53	4.19	4.11	3.97	4.06	4.04	3.96	-0.08	4.15	4.15	4.14	4.01	-0.21

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Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 12/31/94**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Marlboro	22.04	26.92	29.01	29.05	29.27	29.08	29.11	29.97	29.00	30.17	30.45	31.00	0.55	29.25	29.45	29.72	30.15	0.91
Winston	5.61	6.17	6.11	6.13	6.11	6.06	6.00	5.81	5.80	5.83	5.76	5.75	-0.01	5.91	5.87	5.82	5.78	-0.19
Winston Select	0.43	0.93	1.23	1.26	1.25	1.22	1.18	1.07	1.08	1.07	1.07	1.03	-0.04	1.13	1.10	1.08	1.06	-0.09
Winston Select Lights	0.00	0.55	0.66	0.69	0.69	0.67	0.62	0.56	0.55	0.57	0.55	0.52	-0.03	0.59	0.58	0.56	0.55	-0.06
GPC	4.48	4.47	5.02	5.09	4.93	4.93	4.95	5.07	5.16	5.07	5.10	5.00	-0.10	5.00	5.05	5.08	5.08	0.11
Basic	4.00	4.54	4.50	4.47	4.47	4.52	4.45	4.47	4.54	4.49	4.44	4.53	0.09	4.44	4.46	4.46	4.50	0.09
Doral	4.27	4.53	4.54	4.82	5.12	5.11	5.17	4.76	4.90	4.82	4.62	4.56	-0.06	4.98	4.92	4.80	4.73	-0.29
Camel	3.82	4.17	4.36	4.45	4.51	4.43	4.38	4.35	4.36	4.28	4.35	4.36	0.01	4.38	4.35	4.35	4.34	-0.05
Camel Filters	3.08	3.51	3.70	3.80	3.86	3.78	3.73	3.71	3.73	3.64	3.69	3.73	0.04	3.74	3.71	3.71	3.70	-0.04
Camel Special Lights	0.08	0.59	0.49	0.48	0.47	0.52	0.48	0.45	0.48	0.43	0.44	0.43	-0.01	0.47	0.47	0.46	0.44	-0.03
Camel Non-Filter	0.74	0.66	0.66	0.65	0.65	0.65	0.65	0.64	0.63	0.64	0.65	0.63	-0.02	0.64	0.64	0.65	0.64	-0.01
Salem	4.22	4.02	3.88	3.88	3.89	3.87	3.93	3.92	3.92	3.87	3.89	3.94	0.05	3.93	3.92	3.91	3.91	-0.04
Newport	3.24	3.72	4.01	3.97	4.03	4.03	4.14	4.11	4.05	4.01	4.05	4.25	0.20	4.11	4.09	4.08	4.09	-0.04
Kool	3.27	3.11	3.19	3.12	3.11	3.13	3.14	3.15	3.27	3.13	3.09	3.10	0.01	3.16	3.17	3.16	3.15	0.00
Virginia Slims	2.91	2.93	2.84	2.83	2.84	2.86	2.86	2.90	2.86	2.91	2.96	2.89	-0.07	2.88	2.88	2.90	2.91	0.04
Merit	2.90	2.98	2.84	2.82	2.82	2.82	2.86	2.89	2.85	2.92	2.91	2.91	0.00	2.85	2.88	2.88	2.90	0.05
Benson & Hedges	2.53	2.59	2.42	2.39	2.42	2.42	2.43	2.45	2.43	2.47	2.43	2.44	0.01	2.43	2.45	2.45	2.44	0.00
Monarch	2.81	2.42	1.89	1.86	1.75	1.77	1.64	1.45	1.59	1.43	1.49	1.36	-0.13	1.58	1.52	1.47	1.45	-0.15
Cambridge	2.25	1.92	1.84	1.86	1.69	1.68	1.73	1.75	1.78	1.78	1.70	1.69	-0.01	1.78	1.79	1.77	1.74	-0.01
Vantage	1.72	1.48	1.38	1.37	1.33	1.36	1.37	1.35	1.32	1.36	1.38	1.31	-0.07	1.35	1.35	1.35	1.34	-0.03
Carlton	1.38	1.39	1.33	1.33	1.37	1.37	1.38	1.36	1.39	1.35	1.36	1.32	-0.04	1.38	1.38	1.37	1.36	-0.02
Montclair	0.93	0.94	1.22	1.21	1.20	1.28	1.40	1.38	1.43	1.37	1.43	1.34	-0.09	1.39	1.38	1.39	1.39	0.00
Best Value	3.51	1.36	0.93	0.91	0.92	0.86	0.77	0.68	0.75	0.70	0.65	0.64	-0.01	0.73	0.70	0.69	0.68	-0.06
Pall Mall	1.17	1.09	1.08	1.06	1.05	1.06	1.04	1.04	1.01	1.02	1.06	1.05	-0.01	1.03	1.02	1.03	1.03	-0.01
Misty	0.88	1.00	1.09	1.09	1.14	1.19	1.20	1.21	1.22	1.23	1.21	1.19	-0.02	1.19	1.20	1.22	1.21	0.02
Kent	1.28	1.13	1.01	1.02	1.01	1.01	1.00	1.00	1.03	1.02	0.98	0.96	-0.02	1.02	1.02	1.01	1.00	-0.01
Viceroy	1.05	1.00	0.83	0.81	0.79	0.77	0.77	0.78	0.78	0.78	0.78	0.75	-0.03	0.78	0.78	0.79	0.77	-0.01
Capri	0.58	0.69	0.70	0.71	0.68	0.72	0.70	0.72	0.74	0.70	0.72	0.69	-0.03	0.73	0.72	0.72	0.71	0.00
Now	0.80	0.68	0.62	0.62	0.60	0.60	0.61	0.61	0.61	0.61	0.61	0.58	-0.03	0.61	0.61	0.61	0.61	0.00
More	0.70	0.64	0.58	0.58	0.59	0.61	0.59	0.60	0.60	0.59	0.62	0.60	-0.02	0.59	0.60	0.60	0.60	0.01

\* Top 25 is Based on All Outlets Combined.

6870591902

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE  
ALL OUTLETS COMBINED  
WEEK ENDING 12/31/94**

	MONTH ENDINGS								WEEK ENDINGS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
<b>Private Label</b>																		
PM PL	2.96	1.61	1.59	1.50	1.37	1.32	1.23	1.17	1.23	1.17	1.15	1.10	-0.05	1.21	1.20	1.19	1.17	-0.05
RJR PL	4.74	4.24	3.76	3.71	3.71	3.66	3.70	3.70	3.90	3.59	3.46	3.68	0.22	3.80	3.78	3.71	3.66	-0.11
American PL	0.43	0.76	0.68	0.68	0.63	0.61	0.71	0.76	0.78	0.76	0.79	0.71	-0.08	0.75	0.76	0.77	0.76	0.02
Liggett PL	1.22	0.89	1.06	1.11	1.17	1.22	1.11	1.04	1.04	1.04	1.00	0.98	-0.02	1.08	1.07	1.06	1.01	-0.09
Total PL	9.35	7.49	7.09	7.00	6.89	6.81	6.75	6.68	6.94	6.57	6.41	6.47	0.06	6.85	6.82	6.73	6.60	-0.23
<b>PL Share of Segment</b>																		
PM PL	31.68	21.47	22.39	21.37	19.87	19.36	18.21	17.51	17.76	17.88	18.02	17.00	-1.02	17.66	17.62	17.63	17.67	-0.15
RJR PL	50.72	56.57	53.04	53.06	53.92	53.75	54.78	55.48	56.14	54.66	54.08	56.91	2.83	55.57	55.44	55.15	55.44	0.23
American PL	4.59	10.10	9.63	9.72	9.16	8.98	10.55	11.40	11.17	11.58	12.28	10.96	-1.32	10.97	11.19	11.50	11.50	0.71
Liggett PL	13.01	11.86	14.94	15.85	17.05	17.91	16.46	15.61	14.92	15.88	15.63	15.13	-0.50	15.80	15.75	15.72	15.38	-0.80
<b>BRANDED DISCOUNT</b>																		
Basic	4.00	4.54	4.50	4.47	4.47	4.52	4.45	4.47	4.54	4.49	4.44	4.53	0.09	4.44	4.46	4.46	4.50	0.09
Best Value	3.51	1.36	0.93	0.91	0.92	0.86	0.77	0.68	0.75	0.70	0.65	0.64	-0.01	0.73	0.70	0.69	0.68	-0.06
Monarch	2.81	2.42	1.89	1.86	1.75	1.77	1.64	1.45	1.53	1.43	1.49	1.36	-0.13	1.58	1.52	1.47	1.45	-0.15
GPC	4.48	4.47	5.02	5.09	4.93	4.93	4.95	5.07	5.16	5.07	5.10	5.00	-0.10	5.00	5.05	5.08	5.08	0.11
Raleigh Extra	0.65	0.54	0.33	0.27	0.23	0.26	0.24	0.24	0.25	0.23	0.24	0.24	0.00	0.24	0.24	0.24	0.24	0.01
Doral	4.27	4.53	4.54	4.82	5.12	5.11	5.17	4.76	4.90	4.82	4.62	4.56	-0.06	4.98	4.92	4.80	4.73	-0.29
Cambridge	2.25	1.92	1.84	1.88	1.69	1.68	1.73	1.75	1.78	1.78	1.70	1.69	-0.01	1.78	1.79	1.77	1.74	-0.01
Viceroy	1.05	1.00	0.83	0.81	0.79	0.77	0.77	0.78	0.78	0.78	0.78	0.75	-0.03	0.78	0.78	0.79	0.77	-0.01
Misty	0.88	1.00	1.09	1.09	1.14	1.19	1.20	1.21	1.22	1.23	1.21	1.19	-0.02	1.19	1.20	1.22	1.21	0.02
Montclair	0.93	0.94	1.22	1.21	1.20	1.28	1.40	1.38	1.43	1.37	1.43	1.34	-0.09	1.39	1.38	1.39	1.39	0.00
Alpine	0.52	0.43	0.41	0.40	0.38	0.39	0.38	0.36	0.39	0.35	0.35	0.33	-0.02	0.38	0.37	0.37	0.36	-0.02
Old Gold	0.15	0.27	0.32	0.34	0.33	0.32	0.33	0.32	0.34	0.34	0.32	0.29	-0.03	0.34	0.34	0.33	0.33	0.00
Sterling	0.55	0.26	0.14	0.13	0.12	0.11	0.10	0.09	0.09	0.09	0.08	0.10	0.02	0.09	0.09	0.09	0.09	-0.01
Bristol	0.53	0.24	0.18	0.17	0.16	0.19	0.15	0.14	0.15	0.13	0.13	0.15	0.02	0.15	0.14	0.14	0.14	0.00
Magna	0.41	0.23	0.15	0.14	0.13	0.13	0.13	0.12	0.12	0.12	0.11	0.11	0.00	0.13	0.12	0.12	0.11	-0.01
Pyramid	0.21	0.17	0.09	0.08	0.08	0.07	0.08	0.09	0.08	0.08	0.09	0.08	-0.01	0.08	0.09	0.09	0.08	0.00
Riviera	0.12	0.05	0.03	0.02	0.02	0.02	0.02	0.02	0.02	0.01	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.11	0.05	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20'S	0.12	0.07	0.04	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.04	0.00	0.04	0.04	0.04	0.04	0.00
American F/Lts	0.08	0.03	0.02	0.02	0.01	0.01	0.01	0.01	0.02	0.01	0.01	0.01	0.00	0.02	0.02	0.02	0.01	-0.01
Covington	0.00	0.02	0.02	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00
A/O Branded Discount	0.73	0.58	0.46	0.43	0.39	0.36	0.39	0.40	0.41	0.39	0.42	0.39	-0.03	0.39	0.40	0.38	0.42	0.02
Total Branded Discount	28.36	25.10	24.08	24.19	23.93	24.10	23.98	23.41	24.05	23.49	23.26	22.85	-0.41	23.79	23.70	23.54	23.42	-0.32
Basic Share Of Discount	10.60	13.94	14.44	14.33	14.51	14.61	14.47	14.86	14.65	14.94	14.95	15.45	0.50	14.50	14.60	14.72	14.99	0.57
Total Discount Category	37.70	32.59	31.17	31.19	30.82	30.81	30.73	30.09	31.00	30.05	29.67	29.32	-0.35	30.64	30.52	30.27	30.01	-0.56

Source: Nielsen Integrated Panel.

2061550740

**BENCHMARKS - TOTAL US**  
**WEEKLY INTEGRATED NIELSEN - ALL OUTLET COMBINED**

	<u>Target</u>	<u>Benchmarks*</u>	<u>4 w/e 31-Dec</u>	<u>Current vs. Benchmark</u>
Philip Morris	44.3	44.5 (lower limit)	47.1	+2.6
Marlboro	25.7	26.3 (lower limit)	30.2	+3.9
OPB	8.8	8.9 (lower limit)	9.0	+0.1
Virginia Slims	2.7	2.7 (lower limit)	2.9	+0.2
Benson & Hedges	2.5	2.5 (lower limit)	2.4	-0.1
Merit	2.8	2.8 (lower limit)	2.9	+0.1
Parliament	0.6	0.6 (lower limit)	0.6	0.0
Basic Shr. of Discount	15.1	14.5 (lower limit)	15.0	+0.5
Discount Category	34.5	+2.0 Pts. (upper limit)**	30.0	-4.5
Private Label	8.5	9.0 (upper limit)	6.6	-2.4

\* Revised to reflect 1994 First Revised Forecast.

\*\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.5%.

2061550741

Weekly AOC Bench

**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base March 1993	41.63	33.58	10.70	5.92	5.73	2.31				
December 31, 1994 (4WM)	<u>47.12</u>	<u>27.54</u>	<u>10.31</u>	<u>6.47</u>	<u>6.75</u>	<u>1.69</u>				
	5.49	(6.04)	(0.39)	0.55	1.02	(0.62)				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base March 1993	61.96	37.70	28.36	9.35						
December 31, 1994 (4WM)	<u>69.99</u>	<u>30.01</u>	<u>23.42</u>	<u>6.60</u>						
	8.03	(7.69)	(4.94)	(2.75)						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base March 1993	22.04	9.06	5.61	0.43	3.82					
December 31, 1994 (4WM)	<u>30.15</u>	<u>8.97</u>	<u>5.78</u>	<u>1.06</u>	<u>4.34</u>					
	8.11	(0.09)	0.17	0.63	0.52					
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>					
Base March 1993	3.24	3.27	4.22	1.72	0.80					
December 31, 1994 (4WM)	<u>4.09</u>	<u>3.15</u>	<u>3.91</u>	<u>1.34</u>	<u>0.61</u>					
	0.85	(0.12)	(0.31)	(0.38)	(0.19)					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base March 1993	4.00	2.25	0.52	4.27	0.88	0.93	2.81	3.51	4.48	
December 31, 1994 (4WM)	<u>4.50</u>	<u>1.74</u>	<u>0.36</u>	<u>4.73</u>	<u>1.21</u>	<u>1.39</u>	<u>1.45</u>	<u>0.68</u>	<u>5.08</u>	
	0.50	(0.51)	(0.16)	0.46	0.33	0.46	(1.36)	(2.83)	0.60	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>						
Base March 1993	2.96	4.74	1.22	0.43						
December 31, 1994 (4WM)	<u>1.17</u>	<u>3.66</u>	<u>1.01</u>	<u>0.76</u>						
	(1.79)	(1.08)	(0.21)	0.33						

2061550742

Source: Nielsen Integrated Database.

NOTE: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

**NIELSEN INTEGRATED DATA**  
(All Outlets Combined)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>
Base January 1994	45.07	30.41	10.28	6.04	6.26	1.82
December 31, 1994 (4WM)	<u>47.12</u>	<u>27.54</u>	<u>10.31</u>	<u>6.47</u>	<u>6.75</u>	<u>1.69</u>
	2.05	(2.87)	0.03	0.43	0.49	(0.13)

<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>
Base January 1994	67.31	32.59	25.10	7.49
December 31, 1994 (4WM)	<u>69.99</u>	<u>30.01</u>	<u>23.42</u>	<u>6.60</u>
	2.68	(2.58)	(1.68)	(0.89)

<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>
Base January 1994	26.92	9.24	6.17	0.93	4.17
December 31, 1994 (4WM)	<u>30.15</u>	<u>8.97</u>	<u>5.78</u>	<u>1.06</u>	<u>4.34</u>
	3.23	(0.27)	(0.39)	0.13	0.17

<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>
Base January 1994	3.72	3.11	4.02	1.48	0.68
December 31, 1994 (4WM)	<u>4.09</u>	<u>3.15</u>	<u>3.91</u>	<u>1.34</u>	<u>0.61</u>
	0.37	0.04	(0.11)	(0.14)	(0.07)

<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>
Base January 1994	4.54	1.92	0.43	4.53	1.00	0.94	2.42	1.36	4.47
December 31, 1994 (4WM)	<u>4.50</u>	<u>1.74</u>	<u>0.36</u>	<u>4.73</u>	<u>1.21</u>	<u>1.39</u>	<u>1.45</u>	<u>0.68</u>	<u>5.08</u>
	(0.04)	(0.18)	(0.07)	0.20	0.21	0.45	(0.97)	(0.68)	0.61

<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>
Base January 1994	1.61	4.24	0.89	0.76
December 31, 1994 (4WM)	<u>1.17</u>	<u>3.66</u>	<u>1.01</u>	<u>0.76</u>
	(0.44)	(0.58)	0.12	0.00

2061550743

Source: Nielsen Integrated Database.

NOTE: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

**NIELSEN INTEGRATED PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 12/31/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. Wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	43.22	46.89	48.08	48.10	47.81	47.33	47.06	47.95	46.98	48.42	48.21	48.96	0.75	47.16	47.47	47.70	48.13	1.00
PM Premium	32.12	36.73	39.48	36.60	39.72	39.32	39.29	40.09	38.85	40.48	40.44	41.20	0.76	39.32	39.57	39.81	40.23	0.83
PM Discount	11.09	8.99	8.61	8.50	8.10	8.02	7.77	7.86	8.13	7.94	7.77	7.77	0.00	7.84	7.89	7.88	7.90	0.17
PM Branded Discount	7.54	7.10	6.79	6.81	6.55	6.53	6.38	6.53	6.74	6.59	6.42	6.51	0.09	6.48	6.53	6.53	6.57	0.21
PM Private Label	3.56	1.89	1.81	1.69	1.55	1.49	1.38	1.33	1.39	1.35	1.35	1.25	-0.10	1.36	1.36	1.35	1.34	-0.03
PM Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.07	0.17	0.25	0.19	0.26	0.30	0.36	0.06	0.19	0.21	0.22	0.28	0.11
R.J. Reynolds	33.88	29.63	27.77	27.94	28.20	28.16	28.09	27.03	27.63	28.79	28.59	28.57	-0.02	27.84	27.51	27.15	26.90	-1.05
RJR Premium	15.48	15.82	15.87	15.95	16.04	15.87	15.87	15.54	15.52	15.39	15.38	15.61	0.23	15.72	15.61	15.53	15.48	-0.36
RJR Discount	18.40	13.81	11.90	11.99	12.16	12.28	12.22	11.49	12.10	11.39	11.21	10.96	-0.25	12.12	11.90	11.62	11.42	-0.70
RJR Branded Discount	11.43	8.51	7.39	7.57	7.81	7.94	7.79	7.13	7.49	7.18	7.11	6.68	-0.43	7.59	7.42	7.24	7.12	-0.50
RJR Private Label	6.97	5.30	4.52	4.42	4.36	4.35	4.44	4.36	4.61	4.21	4.10	4.29	0.19	4.53	4.47	4.38	4.31	-0.19
RJR Assorted Promo	0.01	0.00	0.00	0.00	0.00	0.05	0.10	0.08	0.10	0.07	0.06	0.09	0.03	0.09	0.09	0.08	0.08	-0.01
Brown & Williamson	11.01	10.69	10.89	10.80	10.43	10.60	10.82	10.86	11.17	10.81	11.04	10.55	-0.49	10.76	10.83	10.94	10.89	0.22
B & W Premium	4.25	4.20	4.14	4.04	4.00	4.08	4.11	4.13	4.34	4.07	4.05	4.01	-0.04	4.18	4.15	4.16	4.12	-0.01
B & W Discount	6.77	6.49	6.76	6.76	6.43	6.51	6.51	6.73	6.83	6.74	6.98	6.54	-0.44	6.60	6.67	6.78	6.77	0.23
Lorillard	5.74	6.34	6.47	6.39	6.64	6.74	6.90	6.93	6.95	6.85	6.78	6.95	0.17	6.96	6.95	6.92	6.88	-0.05
Lorillard Premium	5.72	6.11	6.18	6.08	6.35	6.44	6.60	6.63	6.83	6.54	6.47	6.68	0.21	6.65	6.63	6.61	6.58	-0.04
Lorillard Discount	0.02	0.23	0.28	0.31	0.29	0.30	0.31	0.30	0.32	0.31	0.32	0.27	-0.05	0.32	0.32	0.31	0.31	0.00
American Tobacco	4.76	5.15	5.22	5.19	5.22	5.39	5.72	5.76	5.88	5.67	5.91	5.63	-0.28	5.74	5.74	5.79	5.77	0.04
American Premium	2.26	2.18	2.11	2.07	2.11	2.13	2.11	2.08	2.11	2.00	2.06	2.11	0.05	2.09	2.07	2.07	2.07	-0.04
American Discount	2.50	2.97	3.11	3.12	3.11	3.25	3.61	3.68	3.77	3.66	3.85	3.52	-0.33	3.65	3.67	3.72	3.70	0.08
Amer Branded Discount	1.97	1.96	2.28	2.29	2.34	2.52	2.72	2.68	2.77	2.66	2.78	2.60	-0.18	2.68	2.67	2.69	2.70	0.03
Amer Private Label	0.53	1.01	0.84	0.82	0.77	0.73	0.90	1.00	1.00	1.00	1.07	0.91	-0.16	0.97	1.00	1.02	1.00	0.06
Liggett	1.37	1.25	1.47	1.53	1.63	1.72	1.54	1.42	1.34	1.42	1.42	1.30	-0.12	1.48	1.46	1.45	1.37	-0.16
Liggett Premium	0.42	0.32	0.25	0.26	0.27	0.28	0.28	0.25	0.24	0.24	0.26	0.23	-0.03	0.27	0.25	0.25	0.24	-0.03
Liggett Discount	0.95	0.93	1.22	1.26	1.37	1.44	1.26	1.17	1.10	1.18	1.17	1.07	-0.10	1.21	1.20	1.20	1.13	-0.12
Lig Branded Discount	0.38	0.19	0.19	0.12	0.09	0.09	0.09	0.10	0.09	0.09	0.11	0.09	-0.02	0.09	0.09	0.10	0.10	0.01
Lig Private Label	0.57	0.74	1.03	1.15	1.27	1.35	1.17	1.08	1.01	1.09	1.06	0.98	-0.08	1.12	1.11	1.10	1.03	-0.13
A/O Co-International	0.01	0.05	0.09	0.06	0.06	0.06	0.06	0.05	0.05	0.04	0.05	0.05	0.00	0.05	0.05	0.05	0.05	-0.01

2061550744

Source: Nielsen Integrated Panel.



**INTEGRATED NIELSEN PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 12/31/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Philip Morris	43.22	46.89	48.08	48.10	47.81	47.33	47.06	47.95	46.98	48.42	48.21	48.96	0.75	47.16	47.47	47.70	48.13	1.00
PM Premium-Shr Prem	53.31	57.40	57.96	58.18	57.94	57.66	57.51	58.30	57.36	58.86	58.86	58.96	0.10	57.60	57.91	58.13	58.51	0.93
PM Discount-Shr Disc	27.92	26.90	26.99	26.61	25.74	25.20	24.52	25.18	25.20	25.41	24.83	25.78	0.95	24.71	24.93	25.01	25.30	0.82
PM Brd Disc-Shr Brd Disc	26.81	29.01	26.68	28.53	27.85	27.20	26.83	27.81	27.80	27.94	27.07	28.71	1.64	27.28	27.55	27.60	27.87	0.92
PM PL-Shr PL	30.60	21.11	22.11	20.93	19.51	18.78	17.53	17.16	17.30	17.63	17.82	16.86	-0.96	17.06	17.13	17.23	17.40	0.28
Marlboro	24.43	29.82	31.91	32.13	32.28	31.80	31.64	32.49	31.40	32.85	32.84	33.48	0.64	31.75	31.99	32.25	32.64	0.86
Red	9.12	10.94	11.51	11.71	11.83	11.47	11.17	11.23	10.55	11.43	11.35	11.62	0.27	10.98	11.05	11.13	11.23	0.07
Lights NM	10.91	13.39	14.05	14.33	14.54	14.29	14.36	14.85	14.41	14.98	14.96	15.20	0.24	14.61	14.68	14.77	14.89	0.32
Gold	2.11	2.56	2.62	2.61	2.65	2.60	2.57	2.87	2.94	2.81	2.99	3.05	0.06	2.64	2.72	2.83	2.95	0.40
Medium	1.51	1.72	1.79	1.81	1.82	1.97	2.00	2.03	2.05	2.03	2.05	2.02	-0.03	2.02	2.04	2.03	2.04	0.07
Menthol	0.69	1.11	1.15	1.22	1.22	1.27	1.32	1.35	1.30	1.42	1.34	1.41	0.07	1.31	1.34	1.33	1.37	0.06
Other PM Premium	7.70	8.07	7.57	7.47	7.44	7.52	7.65	7.59	7.45	7.63	7.59	7.71	0.12	7.56	7.58	7.56	7.59	-0.03
Benson & Hedges	2.20	2.30	2.07	2.02	2.01	2.05	2.06	2.02	2.00	2.03	1.98	2.04	0.06	2.02	2.03	2.02	2.01	-0.04
Merit	2.68	2.78	2.61	2.59	2.58	2.60	2.67	2.67	2.61	2.70	2.70	2.73	0.03	2.62	2.65	2.65	2.68	0.03
Virginia Slims	2.27	2.40	2.30	2.27	2.27	2.30	2.32	2.31	2.25	2.32	2.32	2.34	0.02	2.31	2.31	2.30	2.31	-0.01
Parliament	0.40	0.45	0.47	0.47	0.46	0.45	0.48	0.47	0.47	0.47	0.47	0.48	0.01	0.49	0.48	0.47	0.47	-0.01
Saratoga	0.09	0.08	0.07	0.08	0.07	0.07	0.07	0.08	0.07	0.07	0.08	0.08	0.00	0.07	0.07	0.07	0.08	0.01
Cambridge	1.46	1.30	1.39	1.47	1.24	1.21	1.24	1.29	1.34	1.31	1.24	1.25	0.01	1.31	1.33	1.30	1.29	0.02
Alpine	0.40	0.33	0.30	0.30	0.29	0.29	0.29	0.27	0.31	0.26	0.25	0.25	0.00	0.29	0.28	0.27	0.27	-0.01
Bristol	0.51	0.23	0.16	0.15	0.15	0.20	0.14	0.14	0.15	0.12	0.14	0.15	0.01	0.14	0.13	0.13	0.14	0.00
Basic	4.89	5.10	4.83	4.79	4.77	4.73	4.64	4.73	4.85	4.81	4.70	4.76	0.06	4.66	4.71	4.73	4.78	0.20
PM Private Label	3.56	1.89	1.81	1.69	1.55	1.49	1.38	1.33	1.39	1.35	1.35	1.25	-0.10	1.36	1.36	1.35	1.34	-0.03
RJ Reynolds	33.88	29.63	27.77	27.94	28.20	28.16	28.09	27.03	27.63	26.79	26.59	26.57	-0.02	27.84	27.51	27.15	26.90	-1.05
RJR Premium-Shr Prem	25.69	24.39	23.30	23.43	23.40	23.28	23.23	22.60	22.92	22.38	22.38	22.33	-0.05	23.04	22.84	22.67	22.51	-0.63
RJR Discount-Shr Disc	46.31	41.32	37.33	37.54	38.67	38.62	38.58	36.78	37.52	36.49	35.81	36.39	0.58	38.17	37.58	36.88	36.57	-1.81
Brown & Williamson	11.01	10.89	10.89	10.80	10.43	10.60	10.62	10.86	11.17	10.81	11.04	10.55	-0.49	10.76	10.83	10.94	10.89	0.22
B & W Premium-Shr Prem	7.05	6.12	6.07	5.94	5.84	5.99	6.02	6.01	6.41	5.92	5.90	5.74	-0.16	6.09	6.08	6.08	5.99	-0.05
B & W Discount-Shr Disc	17.03	19.42	21.19	21.16	20.45	20.47	20.55	21.55	21.16	21.59	22.30	21.72	-0.58	20.80	21.07	21.51	21.69	0.96
Lorillard	5.74	6.34	6.47	6.39	6.64	6.74	6.90	6.93	6.95	6.85	6.78	6.95	0.17	6.96	6.95	6.92	6.88	-0.05
Lorillard Premium-Shr Prem	9.49	8.22	9.08	8.94	9.26	9.44	9.66	9.64	9.79	9.51	9.41	9.56	0.15	9.74	9.70	9.66	9.57	-0.11
Lorillard Discount-Shr Disc	0.05	0.68	0.89	0.97	0.92	0.94	0.96	0.97	1.00	1.01	1.01	0.89	-0.12	0.99	1.01	0.99	0.98	0.00
American Tobacco	4.76	5.15	5.22	5.19	5.22	5.39	5.72	5.76	5.88	5.67	5.91	5.63	-0.28	5.74	5.74	5.79	5.77	0.04
American Premium-Shr Prem	3.75	3.26	3.10	3.04	3.08	3.13	3.09	3.03	3.11	2.91	2.99	3.02	0.03	3.07	3.03	3.03	3.01	-0.08
American Discount-Shr Disc	6.29	8.89	9.76	9.76	9.87	10.23	11.40	11.78	11.70	11.73	12.30	11.67	-0.63	11.49	11.58	11.80	11.85	0.40
Liggett	1.37	1.25	1.47	1.53	1.63	1.72	1.54	1.42	1.34	1.42	1.42	1.30	-0.12	1.48	1.46	1.45	1.37	-0.16
Liggett Premium-Shr Prem	0.69	0.53	0.37	0.39	0.39	0.41	0.41	0.36	0.35	0.36	0.37	0.33	-0.04	0.39	0.37	0.37	0.35	-0.05
Liggett Discount-Shr Disc	2.40	2.79	3.82	3.96	4.34	4.53	3.97	3.76	3.42	3.77	3.73	3.55	-0.18	3.81	3.81	3.81	3.61	-0.38

2061550745

Source: Nielsen Integrated Panel.

**INTEGRATED TOP 25 PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 12/31/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
Marlboro	24.43	29.82	31.91	32.13	32.28	31.80	31.64	32.49	31.40	32.85	32.84	33.48	0.64	31.75	31.99	32.25	32.64	0.86
Winston	5.18	5.65	5.75	5.72	5.72	5.64	5.62	5.39	5.39	5.40	5.27	5.41	0.14	5.50	5.45	5.39	5.36	-0.21
Winston Select	0.51	1.04	1.41	1.39	1.36	1.31	1.27	1.14	1.14	1.12	1.15	1.11	-0.04	1.21	1.18	1.15	1.13	-0.10
Winston Select Lights	0.00	0.62	0.77	0.77	0.75	0.73	0.67	0.60	0.58	0.61	0.59	0.56	-0.03	0.63	0.62	0.61	0.59	-0.07
GPC	4.95	5.03	5.73	5.83	5.57	5.59	5.62	5.83	5.91	5.86	6.05	5.66	-0.39	5.71	5.78	5.88	5.87	0.21
Basic	4.89	5.10	4.83	4.79	4.77	4.73	4.64	4.73	4.85	4.81	4.70	4.76	0.06	4.66	4.71	4.73	4.78	0.20
Doral	3.36	3.71	3.96	4.24	4.66	4.74	4.86	4.47	4.63	4.54	4.36	4.25	-0.11	4.72	4.64	4.53	4.45	-0.30
Camel	4.27	4.61	4.84	4.95	5.05	4.93	4.85	4.82	4.81	4.73	4.82	4.81	-0.01	4.85	4.82	4.82	4.79	-0.08
Camel Filters	3.66	4.06	4.29	4.41	4.49	4.38	4.31	4.28	4.28	4.20	4.29	4.27	-0.02	4.32	4.29	4.29	4.26	-0.07
Camel Special Lights	0.12	0.75	0.58	0.56	0.54	0.62	0.56	0.54	0.58	0.50	0.52	0.50	-0.02	0.57	0.56	0.55	0.53	-0.02
Camel Non-Filter	0.61	0.54	0.55	0.54	0.56	0.55	0.54	0.54	0.53	0.53	0.53	0.54	0.01	0.53	0.53	0.53	0.53	-0.01
Salem	3.70	3.47	3.38	3.36	3.40	3.33	3.39	3.35	3.37	3.28	3.27	3.41	0.14	3.39	3.36	3.33	3.33	-0.08
Newport	3.90	4.39	4.70	4.59	4.87	4.61	4.75	4.75	4.62	4.64	4.66	4.95	0.29	4.73	4.72	4.70	4.72	-0.03
Kool	3.39	3.29	3.30	3.21	3.21	3.22	3.27	3.27	3.43	3.24	3.20	3.20	0.00	3.28	3.29	3.29	3.27	0.00
Virginia Slims	2.27	2.40	2.30	2.27	2.27	2.30	2.32	2.31	2.25	2.32	2.32	2.34	0.02	2.31	2.31	2.30	2.31	-0.01
Merit	2.68	2.78	2.61	2.59	2.58	2.60	2.67	2.67	2.61	2.70	2.70	2.73	0.03	2.62	2.65	2.65	2.68	0.03
Benson & Hedges	2.20	2.30	2.07	2.02	2.01	2.05	2.06	2.02	2.00	2.03	1.98	2.04	0.06	2.02	2.03	2.02	2.01	-0.04
Monarch	4.08	3.36	2.48	2.41	2.25	2.32	2.14	1.90	2.00	1.88	2.00	1.73	-0.27	2.07	1.99	1.94	1.90	-0.19
Cambridge	1.46	1.30	1.39	1.47	1.24	1.21	1.24	1.29	1.34	1.31	1.24	1.25	0.01	1.31	1.33	1.30	1.29	0.02
Vantage	1.41	1.23	1.13	1.16	1.12	1.14	1.14	1.13	1.08	1.15	1.18	1.10	-0.08	1.11	1.12	1.13	1.13	0.00
Carlton	0.89	0.90	0.87	0.86	0.91	0.93	0.94	0.92	0.96	0.89	0.90	0.89	-0.01	0.94	0.93	0.93	0.91	-0.03
Montclair	0.90	0.95	1.29	1.29	1.29	1.39	1.58	1.54	1.60	1.51	1.64	1.49	-0.15	1.55	1.54	1.55	1.56	0.00
Best Value	2.88	0.87	0.59	0.57	0.57	0.56	0.48	0.48	0.55	0.49	0.48	0.43	-0.05	0.50	0.49	0.49	0.49	0.02
Pall Mall	0.85	0.79	0.78	0.75	0.75	0.75	0.74	0.72	0.68	0.68	0.72	0.78	0.06	0.71	0.69	0.70	0.71	-0.02
Misty	0.75	0.90	0.93	0.94	1.00	1.07	1.08	1.09	1.11	1.11	1.08	1.06	-0.02	1.07	1.08	1.09	1.09	0.03
Kent	0.88	0.78	0.68	0.67	0.67	0.68	0.67	0.68	0.73	0.70	0.63	0.63	0.00	0.70	0.70	0.69	0.67	-0.01
Viceroy	0.97	0.87	0.66	0.65	0.63	0.63	0.63	0.63	0.63	0.64	0.65	0.62	-0.03	0.63	0.63	0.64	0.63	0.00
Capri	0.50	0.64	0.60	0.60	0.57	0.63	0.60	0.61	0.65	0.58	0.61	0.59	-0.02	0.62	0.61	0.62	0.61	0.00
Now	0.46	0.42	0.38	0.38	0.36	0.37	0.38	0.38	0.37	0.38	0.37	0.37	0.00	0.38	0.37	0.38	0.38	0.01
More	0.47	0.43	0.38	0.38	0.39	0.41	0.39	0.40	0.40	0.38	0.40	0.41	0.01	0.39	0.39	0.39	0.40	0.01

\* Top 25 is Based on All Outlets Combined.

2061550746

Source: Nielsen Integrated Panel.

**INTEGRATED DISCOUNT PERFORMANCE  
CONVENIENCE STORES  
WEEK ENDING 12/31/94**

	MONTH ENDING PERIODS								WEEK ENDING PERIODS					4 WEEK ENDINGS				
	Mar-93	Jan-94	Jul-94	Aug-94	Sep-94	Oct-94	Nov-94	Dec-94	12/10	12/17	12/24	12/31	Diff vs. wk-ago	12/10	12/17	12/24	12/31	Diff vs. 4w-ago
<b>Private Label</b>																		
PM PL	3.56	1.89	1.81	1.69	1.55	1.49	1.38	1.33	1.39	1.35	1.35	1.25	-0.10	1.36	1.36	1.35	1.34	-0.03
RJR PL	6.97	5.30	4.52	4.42	4.36	4.35	4.44	4.36	4.61	4.21	4.10	4.29	0.19	4.53	4.47	4.38	4.31	-0.19
American PL	0.53	1.01	0.84	0.82	0.77	0.73	0.90	1.00	1.00	1.00	1.07	0.91	-0.16	0.97	1.00	1.02	1.00	0.06
Liggett PL	0.57	0.74	1.03	1.15	1.27	1.35	1.17	1.08	1.01	1.09	1.06	0.98	-0.08	1.12	1.11	1.10	1.03	-0.13
Total PL	11.63	8.94	8.20	8.08	7.95	7.92	7.89	7.77	8.01	7.65	7.58	7.43	-0.15	7.98	7.94	7.86	7.67	-0.30
<b>PL Share of Segment</b>																		
PM PL	30.60	21.11	22.11	20.93	19.51	18.78	17.53	17.16	17.30	17.63	17.82	16.86	-0.96	17.06	17.13	17.23	17.40	0.26
RJR PL	59.93	59.29	55.10	54.71	54.86	54.91	56.26	56.09	57.59	55.07	54.09	57.66	3.57	56.74	56.35	55.72	56.12	-0.33
American PL	4.57	11.29	10.20	10.18	9.83	9.28	11.36	12.89	12.50	13.11	14.17	12.28	-1.89	12.17	12.54	13.03	13.01	1.18
Liggett PL	4.90	8.31	12.59	14.18	16.01	17.04	14.85	13.86	12.61	14.19	13.92	13.20	-0.72	14.03	13.99	14.02	13.46	-1.12
<b>BRANDED DISCOUNT</b>																		
Basic	4.89	5.10	4.83	4.79	4.77	4.73	4.64	4.73	4.85	4.81	4.70	4.76	0.06	4.86	4.71	4.73	4.78	0.20
Best Value	2.88	0.87	0.59	0.57	0.57	0.56	0.48	0.48	0.55	0.49	0.48	0.43	-0.05	0.50	0.49	0.49	0.49	0.02
Monarch	4.08	3.36	2.48	2.41	2.25	2.32	2.14	1.90	2.00	1.86	2.00	1.73	-0.27	2.07	1.99	1.84	1.90	-0.19
GPC	4.95	5.03	5.73	5.83	5.57	5.59	5.62	5.83	5.91	5.86	6.05	5.66	-0.39	5.71	5.78	5.88	5.87	0.21
Raleigh Extra	0.63	0.51	0.32	0.23	0.18	0.24	0.21	0.22	0.23	0.20	0.23	0.22	-0.01	0.22	0.21	0.22	0.22	0.01
Doral	3.36	3.71	3.96	4.24	4.66	4.74	4.86	4.47	4.63	4.54	4.36	4.25	-0.11	4.72	4.64	4.53	4.45	-0.30
Cambridge	1.46	1.30	1.39	1.47	1.24	1.21	1.24	1.29	1.34	1.31	1.24	1.25	0.01	1.31	1.33	1.30	1.29	0.02
Viceroy	0.97	0.87	0.66	0.65	0.63	0.63	0.63	0.63	0.63	0.64	0.65	0.62	-0.03	0.63	0.63	0.64	0.63	0.00
Misty	0.75	0.90	0.93	0.94	1.00	1.07	1.08	1.09	1.11	1.11	1.08	1.06	-0.02	1.07	1.08	1.09	1.09	0.03
Montclair	0.90	0.95	1.29	1.29	1.29	1.39	1.58	1.54	1.60	1.51	1.64	1.49	-0.15	1.55	1.54	1.55	1.56	0.00
Alpine	0.40	0.33	0.30	0.30	0.29	0.29	0.29	0.27	0.31	0.26	0.25	0.25	0.00	0.29	0.28	0.27	0.27	-0.01
Old Gold	0.13	0.25	0.29	0.31	0.29	0.30	0.30	0.30	0.32	0.31	0.30	0.26	-0.04	0.31	0.32	0.31	0.30	-0.01
Sterling	0.49	0.23	0.12	0.12	0.10	0.09	0.08	0.07	0.08	0.07	0.08	0.07	0.01	0.08	0.08	0.07	0.07	-0.01
Bristol	0.51	0.23	0.16	0.15	0.15	0.20	0.14	0.14	0.15	0.12	0.14	0.15	0.01	0.14	0.13	0.13	0.14	0.00
Magna	0.47	0.26	0.17	0.16	0.15	0.14	0.14	0.14	0.14	0.14	0.13	0.12	-0.01	0.15	0.14	0.14	0.13	-0.01
Pyramid	0.17	0.07	0.04	0.04	0.04	0.04	0.04	0.05	0.04	0.04	0.06	0.04	-0.02	0.04	0.05	0.05	0.05	0.00
Riviera	0.14	0.06	0.03	0.03	0.02	0.02	0.02	0.02	0.03	0.01	0.02	0.02	0.00	0.02	0.02	0.02	0.02	0.00
Bucks	0.13	0.05	0.04	0.03	0.03	0.04	0.03	0.03	0.04	0.03	0.03	0.03	0.00	0.03	0.03	0.03	0.03	0.00
Richland 20'S	0.12	0.07	0.05	0.04	0.04	0.04	0.05	0.05	0.05	0.04	0.05	0.05	0.00	0.05	0.05	0.05	0.05	0.00
American F/Lts	0.04	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.01	0.01	0.00	0.01	0.01	0.01	0.01	0.00
Covington	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.01	0.01	0.00	0.00	-0.01
AO Branded Discount	0.64	0.31	0.30	0.24	0.23	0.21	0.22	0.20	0.22	0.22	0.24	0.22	-0.02	0.19	0.20	0.21	0.22	0.03
Total Branded Discount	28.11	24.49	23.69	23.85	23.51	23.89	23.80	23.46	24.25	23.58	23.72	22.69	-1.03	23.76	23.72	23.66	23.57	-0.02
Basic Share Of Discount	12.31	15.25	15.15	14.99	15.17	14.89	14.63	15.15	15.05	15.40	15.02	15.81	0.79	14.67	14.87	15.00	15.31	0.79
Total Discount Category	39.73	33.43	31.89	31.93	31.46	31.81	31.68	31.24	32.26	31.23	31.30	30.12	-1.18	31.74	31.66	31.51	31.24	-0.32

Source: Nielsen Integrated Panel.

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**BENCHMARKS - TOTAL US**  
**NIELSEN WEEKLY C-STORE AUDITS**

	<u>Benchmarks</u>	<u>4 w/e 31-Dec</u>	<u>Current vs. Benchmark</u>
Philip Morris	45.2 (lower limit)	48.1	+2.9
Marlboro	28.2 (lower limit)	32.6	+4.4
OPB	7.7 (lower limit)	7.6	-0.1
Virginia Slims	2.3 (lower limit)	2.3	0.0
Benson & Hedges	2.2 (lower limit)	2.0	-0.2
Merit	2.6 (lower limit)	2.7	+0.1
Parliament	0.4 (lower limit)	0.5	+0.1
Basic - Shr. of Discount	16.3 (lower limit)	15.3	-1.0
Discount Category	+2.0 Pts. (upper limit)*	31.2	-3.7
Private Label	10.2 (upper limit)	7.7	-2.5
Lowest Disc. Price **	\$1.34 (lower limit)	\$1.33	-\$0.01
Absolute Price Gap ***	\$0.57 (upper limit)	\$0.55	-\$0.02

\* Annualized category growth (upper limit) is +2.0 points. First 6 months of 1994 total Discount category cannot exceed 34.9%.

\*\* Source: Nielsen Weekly Pricing Audits (linear average)

\*\*\* Marlboro versus lowest Discount.

Weekly CS-800 bench

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**NIELSEN WEEKLY C-STORE DATA**  
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base March 1993	43.22	33.88	11.01	4.76	5.74	1.37				
December 31, 1994 (4WM)	<u>48.13</u>	<u>26.90</u>	<u>10.89</u>	<u>5.77</u>	<u>6.88</u>	<u>1.37</u>				
	4.91	(6.98)	(0.12)	1.01	1.14	0.00				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base March 1993	60.26	39.73	28.11	11.63						
December 31, 1994 (4WM)	<u>68.76</u>	<u>31.24</u>	<u>23.57</u>	<u>7.67</u>						
	8.50	(8.49)	(4.54)	(3.96)						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base March 1993	24.43	7.70	5.16	0.51	4.27					
December 31, 1994 (4WM)	<u>32.64</u>	<u>7.59</u>	<u>5.36</u>	<u>1.13</u>	<u>4.79</u>					
	8.21	(0.11)	0.20	0.62	0.52					
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>					
Base March 1993	3.90	3.39	3.70	1.41	0.46					
December 31, 1994 (4WM)	<u>4.72</u>	<u>3.27</u>	<u>3.33</u>	<u>1.13</u>	<u>0.38</u>					
	0.82	(0.12)	(0.37)	(0.28)	(0.08)					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base March 1993	4.89	1.46	0.40	3.36	0.75	0.90	4.08	2.88	4.95	
December 31, 1994 (4WM)	<u>4.78</u>	<u>1.29</u>	<u>0.27</u>	<u>4.45</u>	<u>1.09</u>	<u>1.56</u>	<u>1.90</u>	<u>0.49</u>	<u>5.87</u>	
	(0.11)	(0.17)	(0.13)	1.09	0.34	0.66	(2.18)	(2.39)	0.92	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>						
Base March 1993	3.56	6.97	0.57	0.53						
December 31, 1994 (4WM)	<u>1.34</u>	<u>4.31</u>	<u>1.03</u>	<u>1.00</u>						
	(2.22)	(2.66)	0.46	0.47						

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Source: Nielsen Integrated Panel.

Note: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

**NIELSEN WEEKLY C-STORE DATA**  
(800 C-Stores)

<u>COMPANY</u>	<u>PM</u>	<u>RJR</u>	<u>B&amp;W</u>	<u>American</u>	<u>Lorillard</u>	<u>Liggett</u>				
Base January 1994	46.89	29.63	10.69	5.15	6.34	1.25				
December 31, 1994 (4WM)	<u>48.13</u>	<u>26.90</u>	<u>10.89</u>	<u>5.77</u>	<u>6.88</u>	<u>1.37</u>				
	1.24	(2.73)	0.20	0.62	0.54	0.12				
<u>CATEGORY</u>	<u>Premium</u>	<u>Discount</u>	<u>Branded Discount</u>	<u>Private Label</u>						
Base January 1994	66.57	33.43	24.49	8.94						
December 31, 1994 (4WM)	<u>68.76</u>	<u>31.24</u>	<u>23.57</u>	<u>7.67</u>						
	2.19	(2.19)	(0.92)	(1.27)						
<u>MAJOR BRANDS</u>	<u>Marlboro</u>	<u>PM OPB</u>	<u>Winston</u>	<u>Select</u>	<u>Camel</u>					
Base January 1994	29.82	8.07	5.65	1.04	4.61					
December 31, 1994 (4WM)	<u>32.64</u>	<u>7.59</u>	<u>5.36</u>	<u>1.13</u>	<u>4.79</u>					
	2.82	(0.48)	(0.29)	0.09	0.18					
<u>MAJOR BRANDS</u>	<u>Newport</u>	<u>Kool</u>	<u>Salem</u>	<u>Vantage</u>	<u>Now</u>					
Base January 1994	4.39	3.29	3.47	1.23	0.42					
December 31, 1994 (4WM)	<u>4.72</u>	<u>3.27</u>	<u>3.33</u>	<u>1.13</u>	<u>0.38</u>					
	0.33	(0.02)	(0.14)	(0.10)	(0.04)					
<u>BRANDED DISCOUNTS</u>	<u>Basic</u>	<u>Cambridge</u>	<u>Alpine</u>	<u>Doral</u>	<u>Misty</u>	<u>Montclair</u>	<u>Monarch</u>	<u>Best Value</u>	<u>GPC</u>	
Base January 1994	5.10	1.30	0.33	3.71	0.90	0.95	3.36	0.87	5.03	
December 31, 1994 (4WM)	<u>4.78</u>	<u>1.29</u>	<u>0.27</u>	<u>4.45</u>	<u>1.09</u>	<u>1.56</u>	<u>1.90</u>	<u>0.49</u>	<u>5.87</u>	
	(0.32)	(0.01)	(0.06)	0.74	0.19	0.61	(1.46)	(0.38)	0.84	
<u>PRIVATE LABEL</u>	<u>PM</u>	<u>RJR</u>	<u>Liggett</u>	<u>American</u>						
Base January 1994	1.89	5.30	0.74	1.01						
December 31, 1994 (4WM)	<u>1.34</u>	<u>4.31</u>	<u>1.03</u>	<u>1.00</u>						
	(0.55)	(0.99)	0.29	(0.01)						

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Source: Nielsen Integrated Panel.

Note: Effective 10/94, in the Integrated Nielsen Panel, Premium plus Discount does equal Total.

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31
Philip Morris	45	44	46	46	15	15	14	16	20	16	15	16	13	13	18	16	36	36	33	31
PM Premium	32	31	34	31	5	2	1	2	11	10	10	10	10	11	16	13	36	36	33	31
PM Discount	25	26	24	26	11	14	13	15	13	8	7	7	3	2	3	3				
PM Brd Disc	15	16	15	16	5	6	6	7	4	4	3	3	2	2	3	3				
PM PL	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	24	27	28	28	4	2	1	1	7	7	7	8	6	9	13	11	34	33	31	30
Red	17	23	24	23	0	0	1	0	5	6	4	6	5	9	11	10				
Lights	17	22	24	22	1	0	0	0	6	6	4	6	5	8	11	11				
Medium	17	20	20	19	1	1	0	1	5	5	2	4	5	8	11	9				
Other PM Premium	14	10	9	8	0	0	0	0	2	2	2	2	5	3	3	2	6	6	6	4
Benson & Hedges	6	4	3	3	0	0	0	0	1	1	1	1	3	2	2	2				
Ment	9	8	7	5	0	0	0	0	4	3	3	2	1	1	1	0	5	4	4	3
Virginia Slims	5	4	4	3	0	0	0	0	1	1	1	1	0	0	1	0	2	1	1	1
Parliament	1	2	1	1	0	0	0	0	1	1	0	0	0	0	0	0	1	1	0	0
Saratoga	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	8	9	9	9	6	5	6	6	3	1	1	1	1	1	1	1				
Alpine	2	1	2	1	0	0	0	0	0	0	0	0	1	1	1	1				
Bristol	1	2	2	1	0	0	0	0	0	0	0	0	1	1	1	0				
Basic	19	19	18	21	7	11	11	13	12	7	6	8	0	0	1	1				
PM Private Label	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
RJ Reynolds	64	61	62	57	14	14	13	11	23	21	18	14	45	44	45	42	34	36	31	36
RJR Premium	56	52	53	51	10	10	7	6	22	21	17	13	35	32	36	35	34	36	31	36
RJR Discount	35	36	38	35	6	6	7	6	2	1	2	2	28	31	30	30				
Brown & Williamson	41	40	42	40	3	4	4	4	7	9	7	8	31	31	35	32	1	1	1	1
B & W Premium	27	29	29	26	3	4	4	3	6	8	7	6	19	21	23	19	1	1	1	1
B & W Discount	29	26	28	25	0	0	0	0	1	1	1	2	24	22	25	22				
Lorillard	57	56	57	57	0	0	0	0	1	1	1	1	55	56	56	55	1	1	1	1
Lorillard Premium	54	53	55	54	0	0	0	0	1	1	1	1	52	52	53	52	0	1	0	0
Lorillard Discount	15	15	14	14	0	0	0	0	0	0	0	0	15	15	14	14				
American Tobacco	40	40	38	40	7	7	4	6	5	6	6	6	35	34	33	35	2	3	3	2
American Premium	13	13	13	15	3	3	1	3	1	1	1	1	11	10	11	13	2	1	2	1
American Discount	38	37	35	36	4	5	3	4	4	5	5	5	32	32	30	30	1	2	1	1
Liggett	9	8	8	8	1	0	0	0	1	1	1	1	7	7	7	7				
Liggett Premium	6	4	5	5	1	0	0	0	1	1	1	1	5	4	4	4				
Liggett Discount	4	5	5	5	0	0	0	0	1	0	0	0	3	4	4	4				

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Note: Money Off Includes Buy Down Stickers, Buy Down Signage, and IRC's. Other Includes: Refund, Sweepstakes, and Mail-ins.  
 As of 10/22/94, Any Promo Includes: Free Goods, Incentives, Money Off, Features, and Displays. (Does not include Other).

**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31
Marlboro	24	27	28	28	4	2	1	1	7	7	7	8	6	9	13	11	34	33	31	30
Winston	42	39	41	37	3	2	1	1	11	11	8	6	30	28	31	29	16	15	15	14
Winston Select	38	36	37	30	3	2	1	1	10	10	7	5	27	26	27	23				
Winston Select Light	34	36	36	29	3	2	1	1	10	8	7	5	24	26	26	22				
Winston Less Select	14	14	21	18	0	0	0	0	2	2	2	1	11	9	15	14				
GPC	25	20	23	21	0	0	0	0	1	1	1	1	20	17	21	19				
Basic	19	19	18	21	7	11	11	13	12	7	6	6	0	0	1	1				
Doral	29	30	31	30	4	3	4	4	2	1	2	2	24	27	26	26				
Camel	34	37	40	37	1	3	1	1	6	6	6	4	23	23	26	23	32	34	29	35
Camel Filters	34	37	40	36	1	3	1	1	6	6	6	4	23	23	26	23				
Camel Wides	16	19	19	18	0	1	0	0	2	2	1	1	10	10	12	9				
Camel Special Lights	27	26	29	27	1	1	0	0	3	3	3	3	18	19	21	18				
Camel Non-Filter	8	10	9	9	0	0	0	0	1	1	1	1	1	1	3	2				
Salem	8	8	8	8	1	0	1	0	0	1	0	0	7	8	6	6	1	1	1	1
Newport	26	28	27	22	0	0	0	0	1	0	1	0	24	26	24	21				
Kool	24	26	27	24	3	4	4	3	2	5	4	4	18	19	21	17	1	1	1	1
Virginia Skins	5	4	4	3	0	0	0	0	1	1	1	1	0	0	1	0	2	1	1	1
Merit	9	8	7	5	0	0	0	0	4	3	3	2	1	1	1	0	5	4	4	3
Benson & Hedges	6	4	3	3	0	0	0	0	1	1	1	1	3	2	2	2				
Monarch	14	13	16	14	2	3	3	2	1	0	1	1	11	11	12	11				
Cambridge	8	9	9	9	6	5	6	6	3	1	1	1	1	1	1	1	1	1	1	1
Vantage	3	4	4	4	0	0	0	0	0	0	0	0	2	2	3	3				
Carlton	13	12	12	15	3	3	1	3	1	1	1	1	11	10	10	13	2	1	2	1
Montclair	25	26	24	24	4	4	2	4	3	4	5	3	18	18	19	18	1	1	1	1
Best Value	2	1	3	1	0	0	0	0	0	0	0	0	0	0	0	0				
Pall Mall	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Misty	25	25	25	23	0	0	0	1	1	1	1	2	23	22	22	20				
Kent	2	3	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Viceroy	3	5	5	4	0	0	0	0	0	0	0	0	3	3	3	4				
Capri	11	12	13	12	0	0	0	1	4	4	3	3	7	8	9	8				
Now	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0				
More	0	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0				

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Note: Money Off Includes Buy Down Stickers, Buy Down Signage, and IRC's. Other Includes: Refund, Sweepstakes, and Mail-ins.  
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**NIELSEN WEEKLY C-STORE REPORT**  
**% OF STORES WITH A PROMOTION**

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31	12/10	12/17	12/24	12/31
PM PL	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	2	3	2	3	0	0	0	0	0	0	0	0	1	1	1	1				
American PL	4	4	3	3	0	0	0	0	0	0	0	0	3	3	3	2				
Liggett PL	3	3	3	4	0	0	0	0	0	0	0	0	2	2	2	2				
Total PL	10	11	9	10	1	0	0	0	1	1	1	1	5	6	6	6				
Basic	19	19	18	21	7	11	11	13	12	7	6	6	0	0	1	1				
Best Value	2	1	3	1	0	0	0	0	0	0	0	0	0	0	1	0				
Monarch	14	13	16	14	2	3	3	2	1	0	1	1	11	11	12	11				
GPC	25	20	23	21	0	0	0	0	1	1	1	1	20	17	21	19				
Raleigh Extra	5	5	5	5	0	0	0	0	0	0	0	0	5	4	4	4				
Doral	29	30	31	30	4	3	4	4	2	1	2	2	24	27	26	26				
Cambridge	8	9	9	9	6	5	6	6	3	1	1	1	1	1	1	1				
Viceroy	3	5	5	4	0	0	0	0	0	0	0	0	3	3	3	4				
Misty	25	25	25	23	0	0	0	1	1	1	1	2	23	22	22	20				
Montclair	25	26	24	24	4	4	2	4	3	4	5	3	18	18	19	18	1	1	1	1
Alpine	2	1	2	1	0	0	0	0	0	0	0	0	1	1	1	1				
Old Gold **	13	13	12	12	0	0	0	0	0	0	0	0	13	13	12	12				
Sterling	1	1	2	2	0	0	0	0	0	0	0	0	1	0	1	1				
Bristol	1	2	2	1	0	0	0	0	0	0	0	0	1	1	1	0				
Magna	1	1	1	2	0	0	0	0	0	0	0	0	0	0	1	1				
Pyramid	1	2	1	1	0	0	0	0	0	0	0	0	1	2	1	1				
Riviera	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20'S	1	0	1	1	0	0	0	0	0	0	0	0	1	0	1	1				
American F/Lts	1	0	0	1	0	0	0	0	0	0	0	0	1	0	0	1				
Covington	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total Branded Discount	65	64	64	63	11	14	14	14	10	9	9	9	55	54	54	53				
Total Discount Category	71	68	67	68	18	21	21	22	18	14	13	13	57	56	55	55				

\*\* Reflects Old Gold Branded Discount.

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Note: Money Off Includes Buy Down Stickers, Buy Down Signage, and IRC's. Other Includes: Refund, Sweepstakes, and Mail-ins.  
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**NIELSEN PRICING AUDIT**  
**NET PACK PRICES - 12/31/94**

	OCT 8 1994	OCT 15 1994	OCT 22 1994	OCT 29 1994	NOV 5 1994	NOV 12 1994	NOV 19 1994	NOV 26 1994	DEC 3 1994	DEC 10 1994	DEC 17 1994	DEC 24 1994	DEC 31 1994	DIFF VS WAGO
PREMIUM	\$1.92	\$1.93	\$1.92	\$1.92	\$1.92	\$1.91	\$1.91	\$1.91	\$1.92	\$1.92	\$1.91	\$1.91	\$1.91	\$0.00
MARLBORO	\$1.93	\$1.93	\$1.93	\$1.93	\$1.93	\$1.92	\$1.92	\$1.92	\$1.92	\$1.92	\$1.89	\$1.88	\$1.88	\$0.00
WINSTON	\$1.91	\$1.91	\$1.90	\$1.90	\$1.91	\$1.89	\$1.90	\$1.91	\$1.91	\$1.91	\$1.91	\$1.89	\$1.89	\$0.00
DIFFERENCE	\$0.02	\$0.02	\$0.03	\$0.03	\$0.02	\$0.03	\$0.02	\$0.01	\$0.01	\$0.01	-\$0.02	-\$0.01	-\$0.01	\$0.00
CAMBRIDGE	\$1.56	\$1.56	\$1.57	\$1.57	\$1.56	\$1.56	\$1.56	\$1.56	\$1.57	\$1.58	\$1.57	\$1.57	\$1.58	\$0.01
DORAL	\$1.46	\$1.47	\$1.47	\$1.47	\$1.47	\$1.46	\$1.46	\$1.46	\$1.47	\$1.48	\$1.48	\$1.48	\$1.48	\$0.00
BASIC	\$1.56	\$1.56	\$1.56	\$1.56	\$1.57	\$1.56	\$1.56	\$1.56	\$1.58	\$1.57	\$1.57	\$1.57	\$1.57	\$0.00
RJR PRIVATE LABEL	\$1.35	\$1.35	\$1.34	\$1.33	\$1.35	\$1.36	\$1.37	\$1.36	\$1.34	\$1.37	\$1.37	\$1.37	\$1.36	-\$0.01
BEST VALUE	\$1.41	\$1.42	\$1.42	\$1.39	\$1.40	\$1.42	\$1.43	\$1.44	\$1.38	\$1.38	\$1.40	\$1.43	\$1.42	-\$0.01
MONARCH	\$1.47	\$1.49	\$1.47	\$1.48	\$1.49	\$1.48	\$1.48	\$1.49	\$1.49	\$1.50	\$1.51	\$1.51	\$1.51	\$0.00
GPC	\$1.41	\$1.42	\$1.41	\$1.41	\$1.43	\$1.41	\$1.40	\$1.41	\$1.42	\$1.43	\$1.44	\$1.43	\$1.42	-\$0.01
MONTCLAIR	\$1.42	\$1.43	\$1.43	\$1.42	\$1.42	\$1.41	\$1.40	\$1.42	\$1.42	\$1.43	\$1.43	\$1.42	\$1.43	\$0.01
LOWEST PRIVATE LABEL	\$1.35	\$1.34	\$1.33	\$1.32	\$1.33	\$1.34	\$1.34	\$1.33	\$1.32	\$1.33	\$1.33	\$1.33	\$1.32	-\$0.01
LOWEST BRND DISC	\$1.38	\$1.38	\$1.37	\$1.38	\$1.39	\$1.38	\$1.38	\$1.38	\$1.39	\$1.40	\$1.40	\$1.40	\$1.40	\$0.00
LOWEST DISCOUNT	\$1.32	\$1.32	\$1.31	\$1.31	\$1.33	\$1.31	\$1.32	\$1.32	\$1.32	\$1.33	\$1.33	\$1.33	\$1.33	\$0.00
MARLBORO														
% GAP	46.2%	46.2%	47.3%	47.3%	45.1%	46.6%	45.5%	45.5%	45.5%	44.4%	42.1%	41.4%	41.4%	0.0%
\$ GAP	\$0.61	\$0.61	\$0.62	\$0.62	\$0.60	\$0.61	\$0.60	\$0.60	\$0.60	\$0.59	\$0.56	\$0.55	\$0.55	\$0.00

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CS Pricing

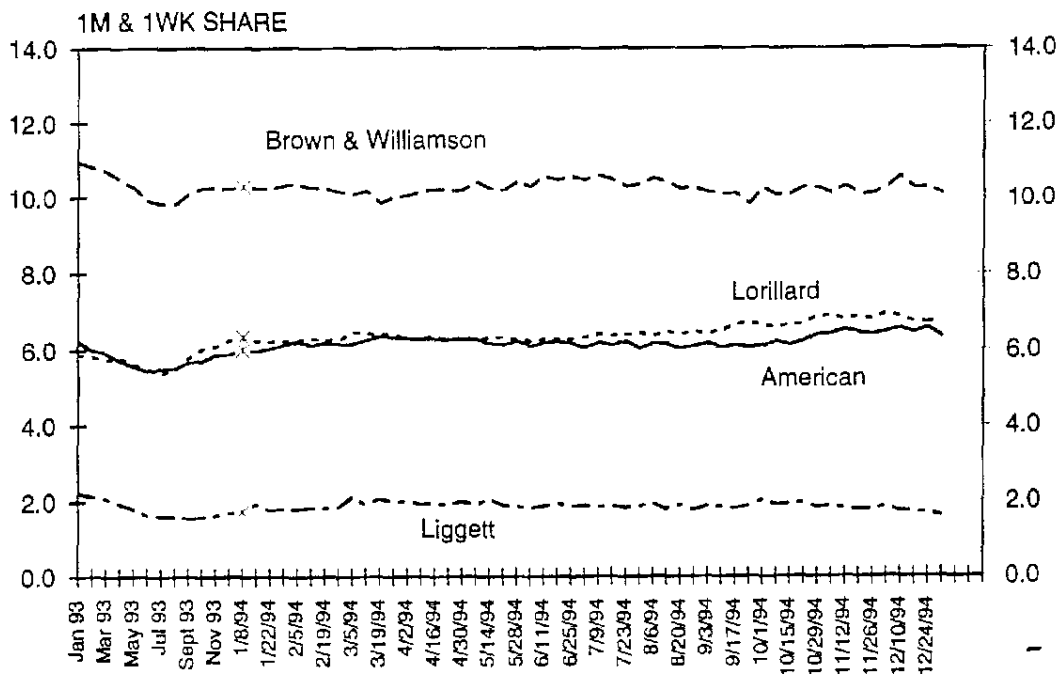
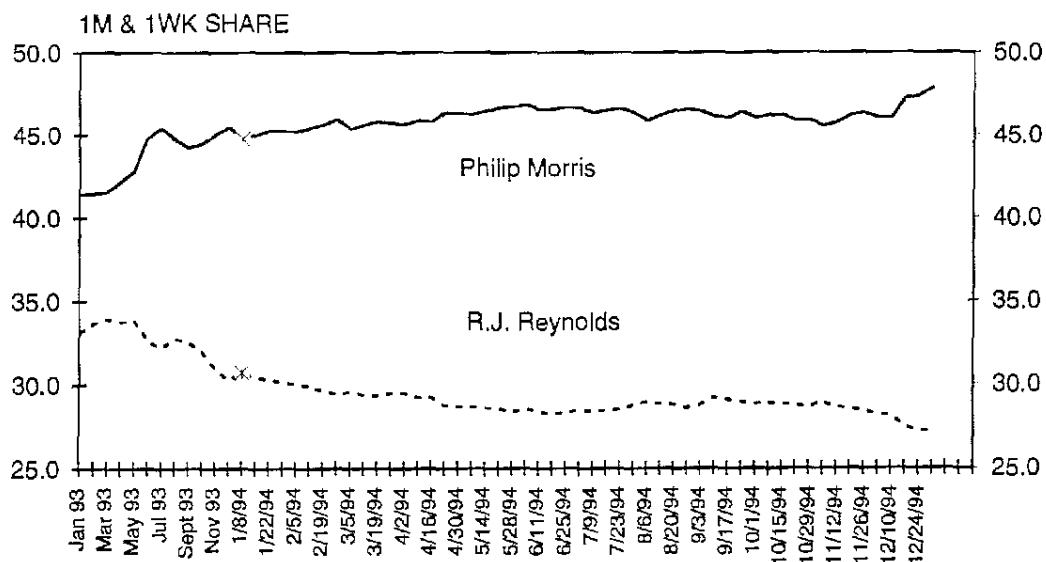
**NIELSEN PRICING AUDIT**  
**NET CARTON PRICES - 12/31/94**

	OCT 8 1994	OCT 15 1994	OCT 22 1994	OCT 29 1994	NOV 5 1994	NOV 12 1994	NOV 19 1994	NOV 26 1994	DEC 3 1994	DEC 10 1994	DEC 17 1994	DEC 24 1994	DEC 31 1994	DIFF VS WAGO
PREMIUM	\$16.24	\$16.27	\$16.58	\$16.28	\$16.32	\$16.37	\$16.30	\$16.34	\$16.39	\$16.39	\$16.38	\$16.28	\$16.28	\$0.00
MARLBORO	\$16.43	\$16.41	\$16.38	\$16.40	\$16.37	\$16.44	\$16.35	\$16.40	\$16.42	\$16.41	\$16.36	\$16.19	\$16.18	-\$0.01
WINSTON	\$15.92	\$16.05	\$16.11	\$16.20	\$16.23	\$16.30	\$16.25	\$16.25	\$16.30	\$16.32	\$16.27	\$16.09	\$16.00	-\$0.09
DIFFERENCE	\$0.51	\$0.36	\$0.27	\$0.20	\$0.14	\$0.14	\$0.10	\$0.15	\$0.12	\$0.09	\$0.09	\$0.10	\$0.18	\$0.08
CAMBRIDGE	\$13.94	\$13.91	\$13.92	\$13.94	\$13.91	\$13.91	\$13.87	\$13.89	\$13.95	\$13.99	\$13.97	\$13.97	\$13.97	\$0.00
DORAL	\$12.56	\$12.59	\$12.69	\$12.66	\$12.73	\$12.75	\$12.69	\$12.85	\$12.93	\$12.97	\$12.92	\$12.87	\$12.86	-\$0.01
BASIC	\$13.63	\$13.48	\$13.48	\$13.53	\$13.41	\$13.47	\$13.43	\$13.50	\$13.49	\$13.57	\$13.51	\$13.50	\$13.49	-\$0.01
RJR PRIVATE LABEL	\$11.90	\$11.74	\$11.87	\$11.91	\$11.79	\$11.96	\$11.71	\$11.79	\$11.87	\$11.77	\$11.69	\$11.68	\$11.72	\$0.04
BEST VALUE	\$12.29	\$12.32	\$12.35	\$12.53	\$12.46	\$12.56	\$12.48	\$12.44	\$12.66	\$12.64	\$12.67	\$12.67	\$12.54	-\$0.13
MONARCH	\$12.24	\$12.22	\$12.22	\$12.33	\$12.19	\$12.15	\$12.25	\$12.31	\$12.52	\$12.50	\$12.49	\$12.54	\$12.54	\$0.00
GPC	\$12.29	\$12.30	\$12.18	\$12.28	\$12.36	\$12.33	\$12.31	\$12.31	\$12.44	\$12.49	\$12.33	\$12.27	\$12.32	\$0.05
MONTCLAIR	\$12.67	\$12.73	\$12.83	\$12.80	\$12.67	\$12.58	\$12.62	\$12.66	\$12.61	\$12.68	\$12.69	\$12.44	\$12.61	\$0.17
LOWEST PRIVATE LABEL	\$11.50	\$11.47	\$11.50	\$11.50	\$11.34	\$11.43	\$11.36	\$11.35	\$11.30	\$11.39	\$11.32	\$11.41	\$11.46	\$0.05
LOWEST BRND DISC	\$11.88	\$11.90	\$11.94	\$11.99	\$11.94	\$11.95	\$11.89	\$11.93	\$11.95	\$11.99	\$11.92	\$11.84	\$11.91	\$0.07
LOWEST DISCOUNT	\$11.50	\$11.53	\$11.54	\$11.60	\$11.51	\$11.54	\$11.46	\$11.50	\$11.55	\$11.55	\$11.44	\$11.41	\$11.42	\$0.01
MARLBORO														
% GAP	42.9%	42.3%	41.9%	41.4%	42.2%	42.5%	42.7%	42.6%	42.2%	42.1%	43.0%	41.9%	41.7%	-0.2%
\$ GAP	\$4.93	\$4.88	\$4.84	\$4.80	\$4.86	\$4.90	\$4.89	\$4.90	\$4.87	\$4.86	\$4.92	\$4.78	\$4.76	-\$0.02

Supr Pricing

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# ALL OUTLETS COMBINED COMPANY TOTALS

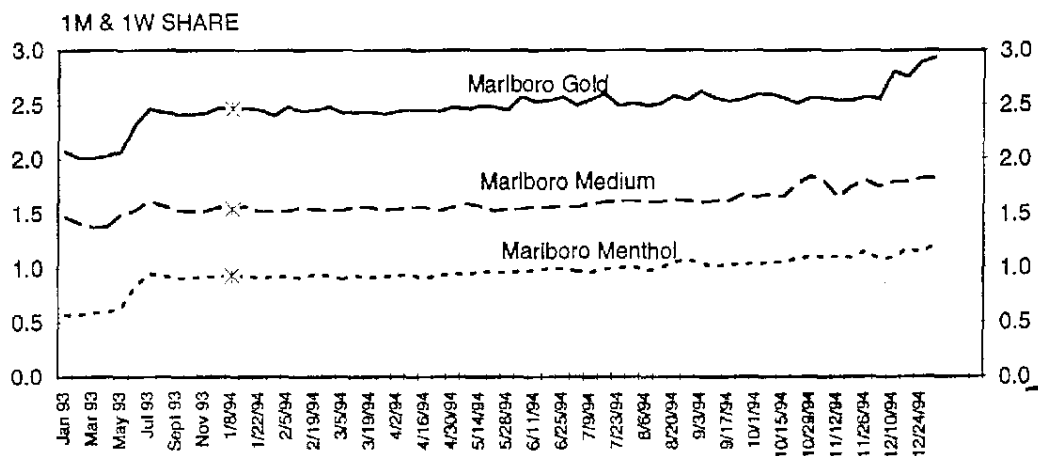
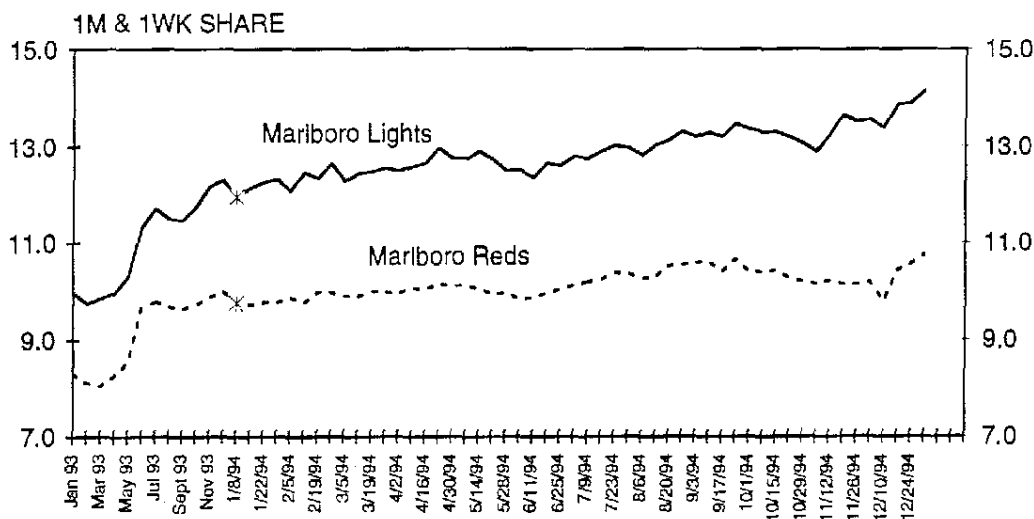
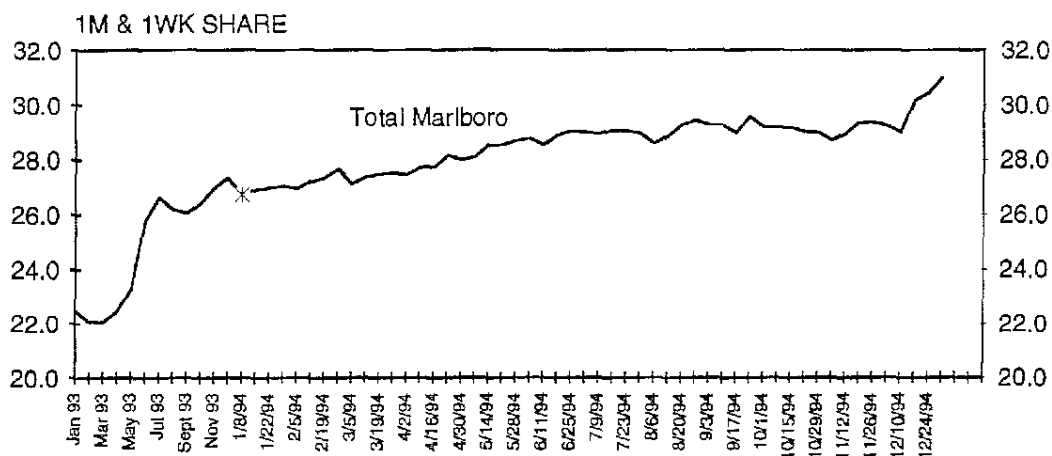


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

\*First weekly observation data point

# ALL OUTLETS COMBINED MARLBORO

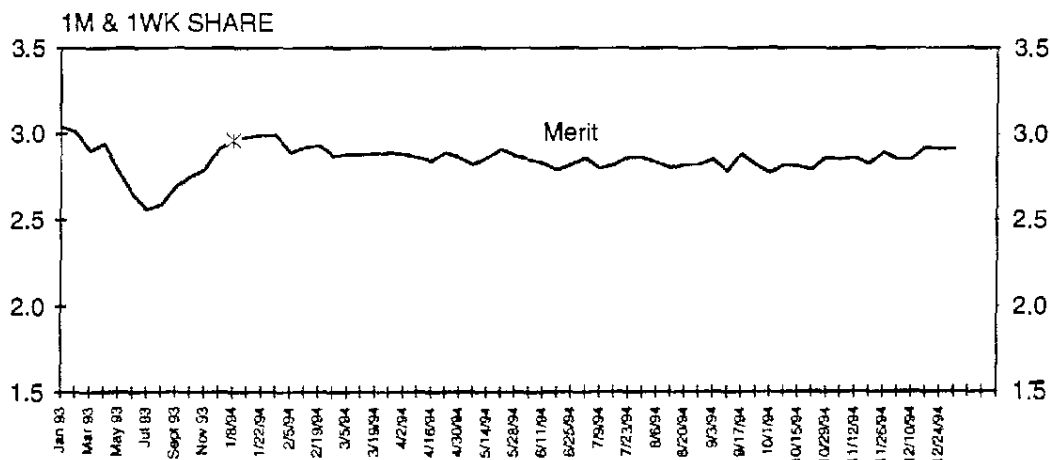
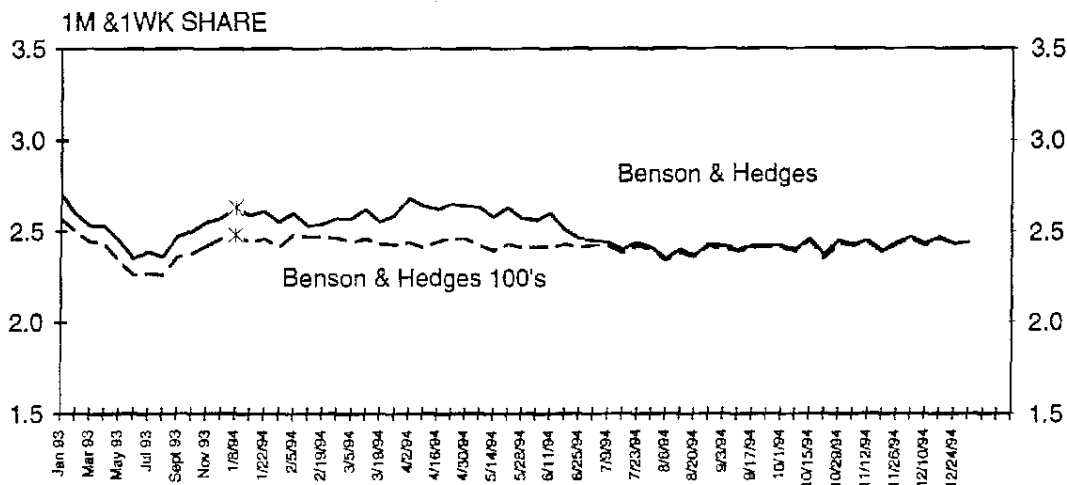
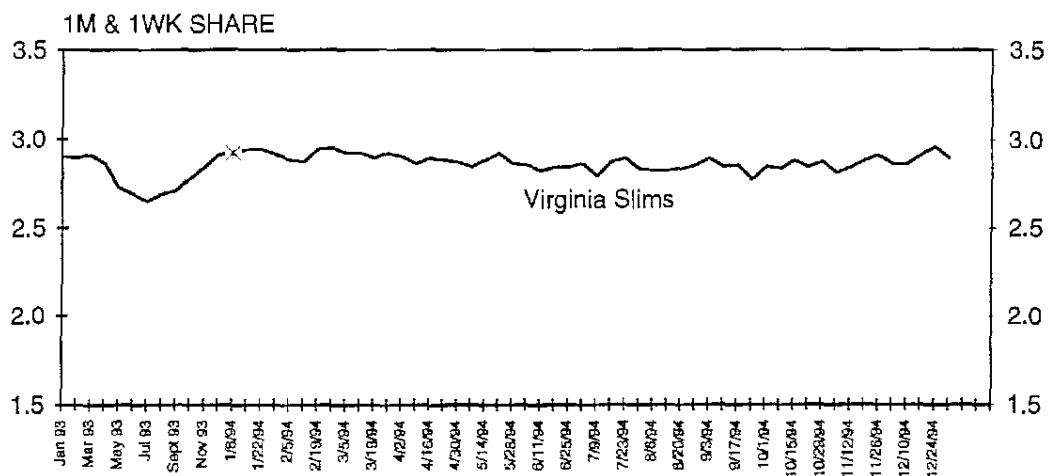


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

\*First weekly observation data point

# ALL OUTLETS COMBINED PM OTHER PREMIUM BRANDS

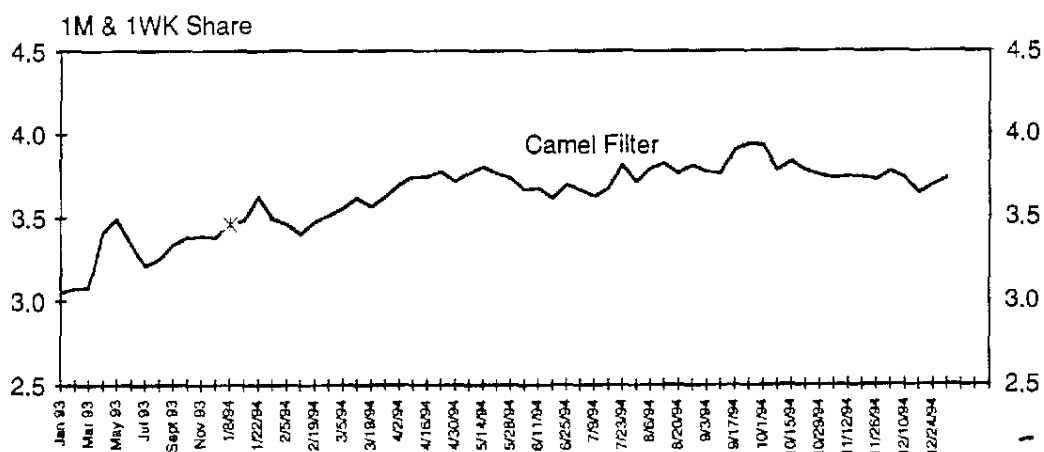
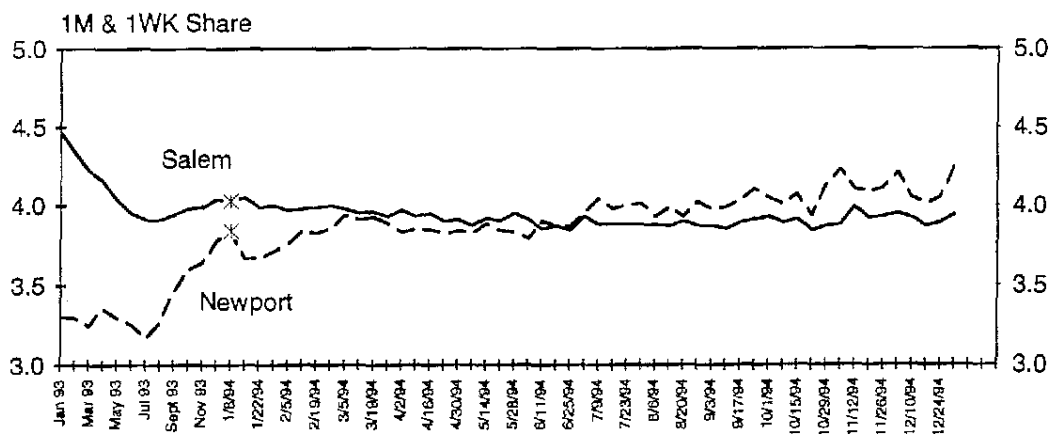
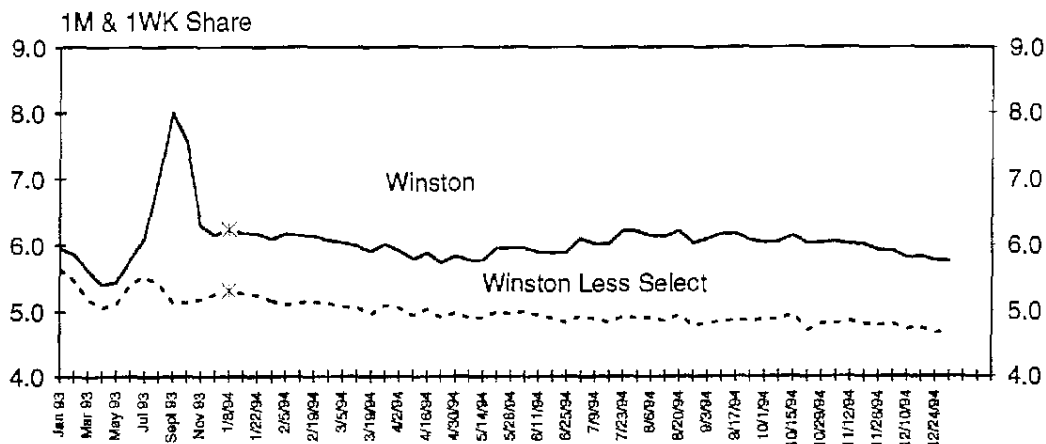


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94

\* First weekly observation data point

# ALL OUTLETS COMBINED COMPETITIVE PREMIUM BRANDS



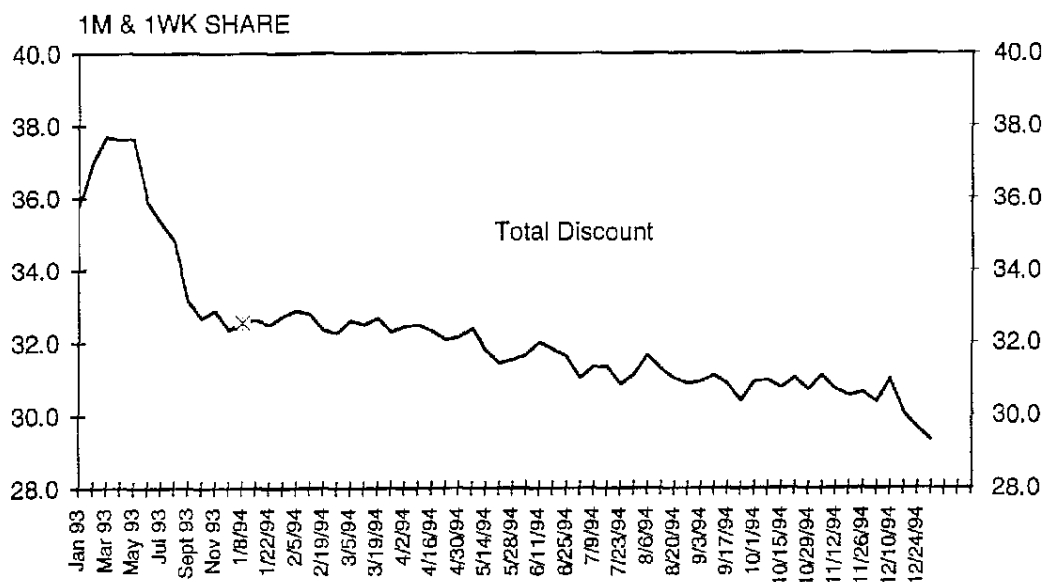
Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

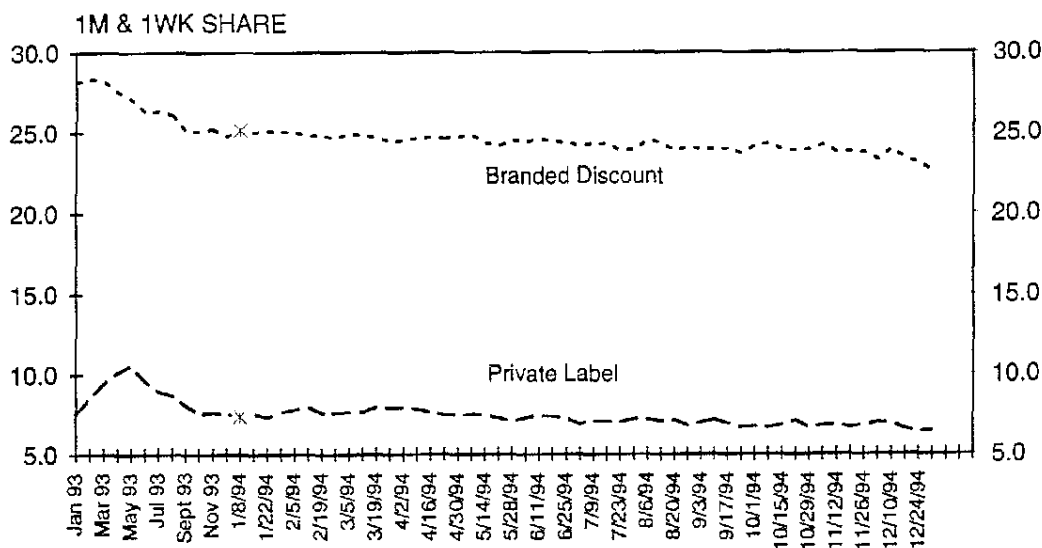
\* First weekly observation data point

# ALL OUTLETS COMBINED

## TOTAL DISCOUNT CATEGORY



## DISCOUNT SEGMENTS



Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

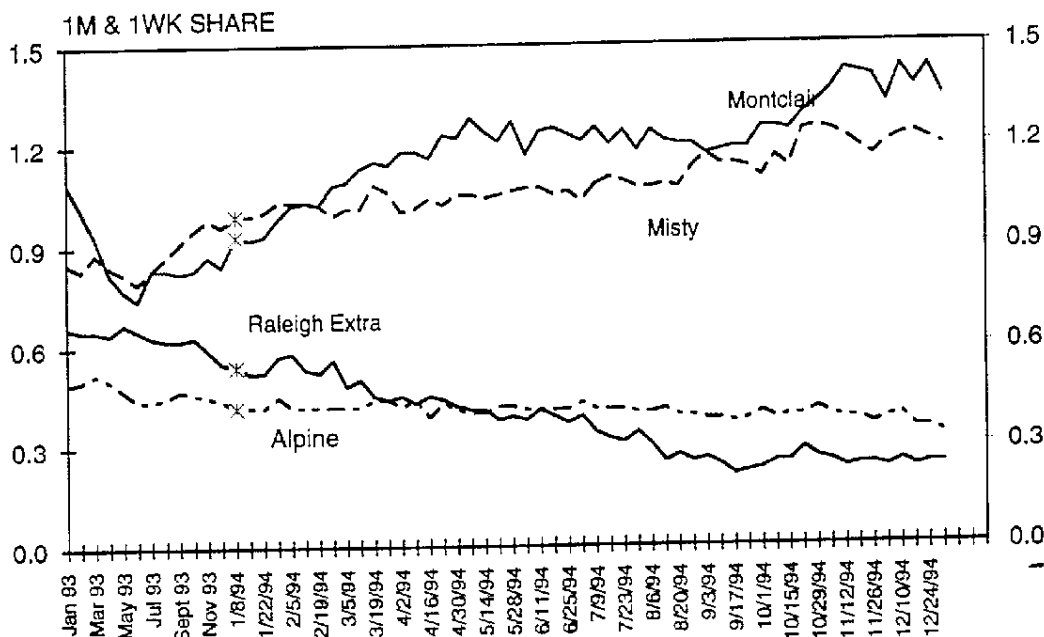
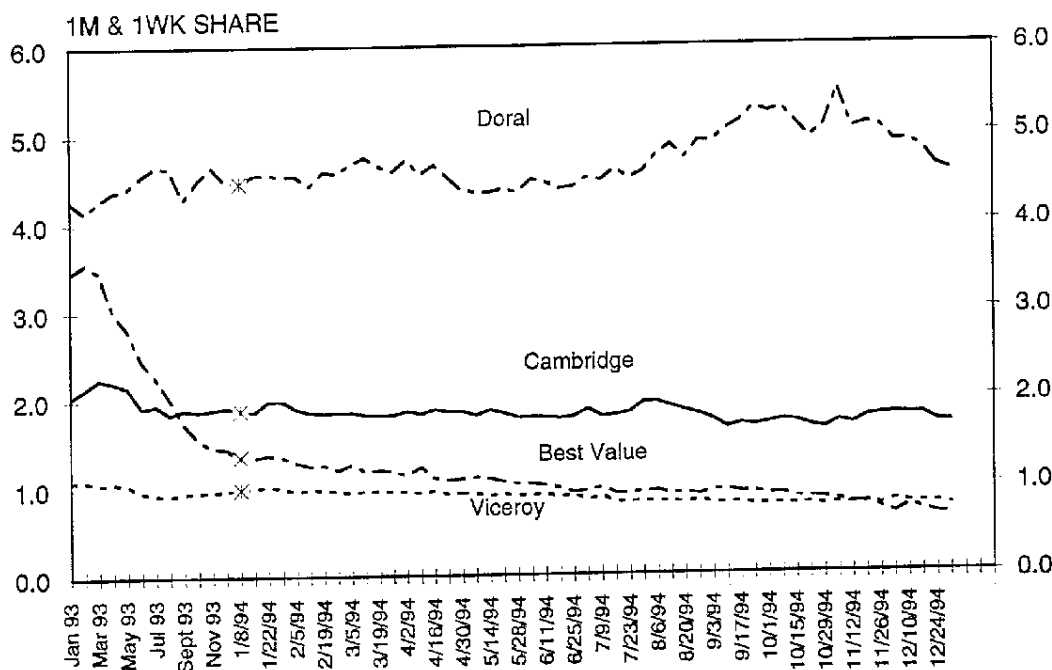
\*First weekly observation data point

DISCOUNT

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# ALL OUTLETS COMBINED MAJOR DISCOUNT BRANDS

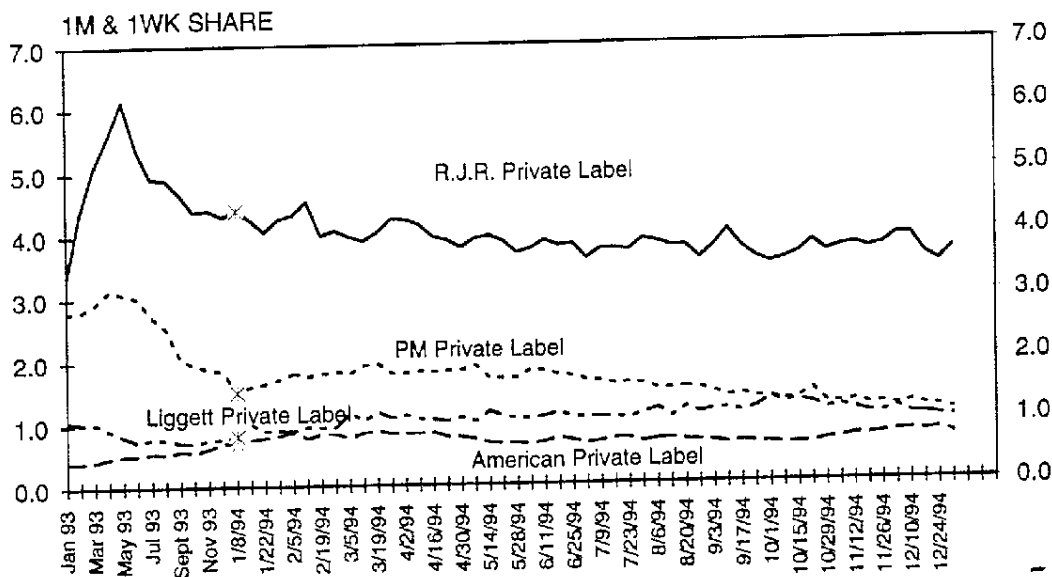
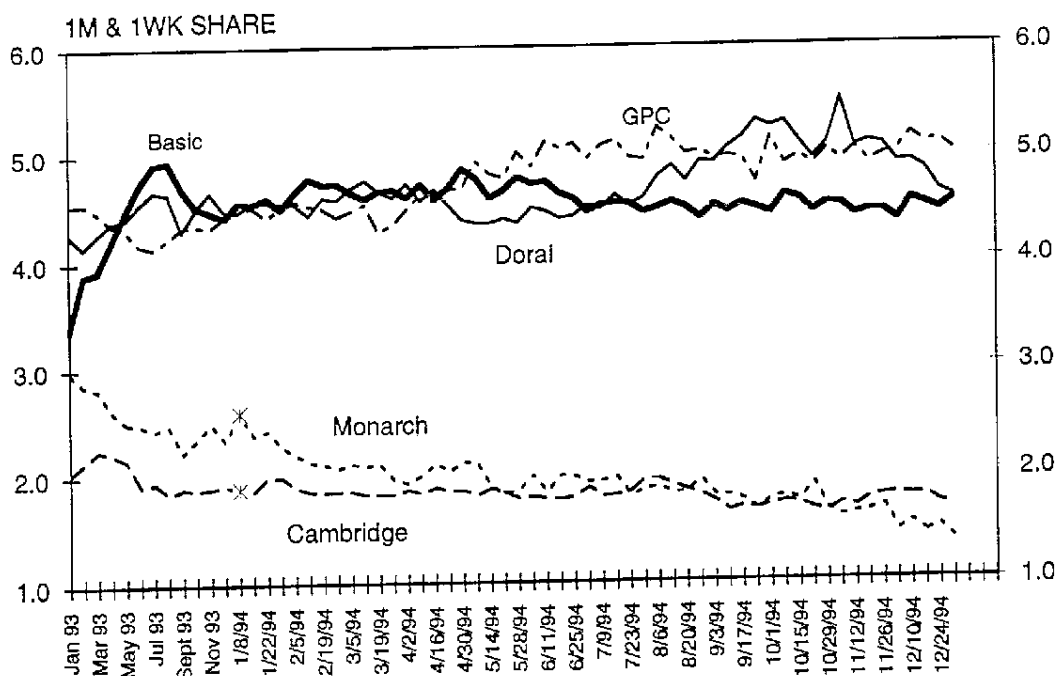


Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated Nielsen service began w/e 1/8/94.

\*First weekly observation data point

# ALL OUTLETS COMBINED BRANDED DISCOUNTS & PRIVATE LABEL



Source: Monthly Integrated Nielsen, Weekly Integrated Nielsen

Note: Weekly Integrated service began w/e 1/8/94.

\*First weekly observation data point